

O R N A M E N T A L
T Y P E W R I T I N G

Nearly 400 Illustrated with
Borders, Ornaments, and Designs

* THE GREGG PUBLISHING COMPANY *

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C O N T E N T S

	<u>Page</u>
Dedication	iv
Acknowledgments	v
Foreword	vi
Ornamental Typewriting	1
Proportion and Good Taste	2
Borders and Ornaments	3
Initial Letters and Words	5
The Four Indentions	6
Boxed Side Heading	7
Paragraphing	9
Planning Your Page	10
Uses of Borders	12
Typewritten Borders	14-29
Typewritten Ornaments	30-37
Ornate Designs	38-78
Simple Designs	79-98
Menus	99-103
Elite Type	104-106

DEDICATION

A book on self-help attracted my attention when I was a boy. I have forgotten its title and most of its contents. The first page, I recall, was devoted to a poem in which its author mentioned his early struggles. His life had been beset with many obstacles.

Eventually his circumstances began to improve, because "an excellent man" came to his aid. In stressing his appreciation of his benefactor's assistance, he ended the poem with this couplet:

"I cannot embrace him, tho' other folks can,
For I myself am that excellent man."

Doubtless many students into whose hands this book may fall have found that the world is not exerting itself to advance them materially, and have come to realize the need for greater personal effort.

To them this book is dedicated.

*George A. Flanagan, D.D.S.
(Retired)*

ACKNOWLEDGMENTS

In the pursuit of this interesting hobby, I am indebted to my wife, Katharene Allee Flanagan, a retired physician; to our daughter, Miss Laurene Allee Flanagan, a teacher; and to Mrs. M. E. F. Thompson (my aunt, age 81) for many helpful criticisms and suggestions.

To James H. Moffett, Instructor of Printing, Central Trade School, Oakland, California, who has taken the time, even when his work was pressing, to advise me regarding many details, and whose technical knowledge of printing I value most highly.

To W. G. Middleton, Instructor of Printing and Layout in the same school, who kindly looked over portions of my manuscript, and whose words of encouragement are deeply appreciated.

Many of the poems have been gleaned from that splendid book, "Heart Throbs" (Chapple Publishing Company, Ltd., Boston).

I have found inspiration in that master book of printers' art, "The Manual of Linotype Typography" (Mergenthaler Linotype Company, Brooklyn).

George A. Flanagan

1713 Brush Street,
Oakland, California

F O R E W O R D

THE TYPEWRITER is now mechanically perfect. Typists have acquired marvelous skill in its operation. The "touch system" has increased their speed several hundred per cent and reduced eye strain enormously.

But the idea of Art in typewriting has been sadly ignored. Aside from a few useful suggestions in the typewriter instruction books, and a feeble attempt at embellishment now and then, the esthetic sense has never been applied to the typewritten page.

Ornamental Typewriting is a thing of the future. The effort embodied in this book is the first attempt ever made to bring Typewriting within the realm of Art.

Printing has been developed to a most pleasing degree. It charms the reader and leads him on with its never-ending variety. The printer has laid down definite rules for use in his trade. Many of those rules may be applied to the arrangement of typewritten manuscripts. We have tried to do this in the pages which follow.

Variety in arrangement of typewritten matter satisfies the esthetic sense and holds the reader's attention. This is a trite statement. But note the striking effect if laid out in a form like this:

()
:	VARIETY	:
(in arrangement of)
:	typewritten matter	:
(satisfies the es-)
:	thetic sense and	:
(holds the reader's)
:	attention.	:
()

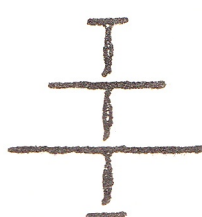
We have set forth herein some of the vast possibilities for creative art by the typist. The specimens offered are merely suggestive, and may be varied almost without limit.

The typist is confined to one size and style of type, and at first thought it would seem impossible to obtain much variety of arrangement. It is therefore surprising to be able to list below a dozen ways for achieving variety and contrast with the typewriter:

1. Single, double and triple spacing of lines.
2. Long and short lines.
3. Spacing between letters and words.
4. Underscoring.
5. Capitals and small letters.
6. Color.
7. Grouping of type and white space.
8. Arrangement on the page.
9. Borders and ornaments.
10. Varied margins.
11. Varied indentations, and no indentation, for paragraphs.
12. Shapes, such as square, rectangular, pyramidal, inverted pyramid, etc.

One word of caution: "GO EASY" with the use of Ornamental Typing in your daily work. Don't overdo it, whatever you do, or the boss will throw the book out of the window, and you with it! But if you will learn the rules of simplicity and good taste as we have tried to elaborate them, you will enter new fields of vision in the typewriter world. Your work will become an endless romance, and we even suspect that your pay envelope will grow fatter.

The author is ever alert for new designs, and invites suggestions from those who may become interested in this fascinating work.



THE TYPEWRITER

By Edgar A. Guest

I HERE on the keyboard of this machine
I The letters and numbers are plainly seen;
Here on this coldly mechanical thing
Are hidden the songs which the world shall sing.
Here is the roll for the paper white
For the books to be which the wise shall write;
Here still hidden are odes and prayers
And the great orations for great affairs.
Here still waiting the printer's ink
Lie all the thoughts which mankind shall think;
Here are the unborn dreams of men
Which shall come to life never to die again,
All in a jumble and strewn about,
Awaiting the genius who'll sort them out.

(Copyright, 1935, Edgar A. Guest)

ORNAMENTAL TYPEWRITING

***** WHAT USE is a book on Ornamental Typewriting?
***** First, it familiarizes the typist with the possi-
** OF ** bilities of the typewriter. The workman ought
** to know what can be accomplished with his tools,
***** even though he may rarely be called upon to do
***** with them all that can be done.

It relieves the drab monotony of the typewritten page. Of course it has little place in the ordinary business letter, where white-heat speed is the first consideration. It takes time to be artistic.

Used reservedly, it serves to set off tabulations of figures and statistics. It may be brought into use in typing manuscripts; also in preparing "copy" for the printer, laying out advertisements, etc.

Especially is it useful in mimeographing menus, programs, announcements, church notices, etc. Much beautiful decorative work is being done on the mimeograph by the use of the stylus. This book will prove a most valuable adjunct to those seeking to do artistic mimeographing.

Many a time in typing a poem, a motto, a proverb, or a choice selection like Lincoln's Gettysburg Address, have you not wished for a neat border to put around it?

When could ornamentation be used to better advantage than in Christmas and other holiday and anniversary greetings? In our social relations it can be used freely. Invitations and announcements are always proper subjects for ornamentation. A letter of congratulations would be improved by having a border all around it.

But we would hesitate long before using anything of the sort in a letter of condolence. In times of deep sorrow, the direct, heart-to-heart appeal is the only thing that counts, and simplicity is the proper vehicle.

Bear in mind always that too little ornamentation is far better than too much. The Japanese, it is said, permit only a single rose in a vase. Strive for simplicity, while avoiding plainness. Our success as typists in persuading the public to look with favor on ornamental typing will depend upon the exercise of simplicity, neatness, and good taste. A haphazard jumble of crazy-quilt patchwork will only brand us as freaks.

PROPORTION AND GOOD TASTE

EACH typewritten page should present a harmonious arrangement. It should not be lopsided or top-heavy. There should be what the printer calls "a sense of balance."

Harmony and balance are as necessary for elegance in typing as in printing. Contrast adds beauty and strength. With the typewriter this is accomplished largely by the judicious arrangement of space and compactness. Certain parts must be "played up" or brought into display.

Proportion does not mean monotonous uniformity. "A pleasing inequality" is often preferable. There are no iron-clad rules, and much latitude is permitted within the limits of that vague term known as "good taste." The true artist often violates all rules, but we ordinary mortals must be careful.

Art in printing has been called "the element of quality in workmanship." Art, therefore, is not gaudiness.

Stateliness in typewriting depends much upon the use of wide margins and careful attention to space.

Printed matter is always balanced in its relation to what is termed the "optical center." The optical center, or apparent center, of the page is a little higher than the true center. In obtaining a balanced effect we regard the optical center as being the middle of the page, and ignore the true center.

In pioneer days, utility had to be given first thought. Not so today. Says one writer, commenting on the printer's trade: "As society advances, it is necessary to 'combine elegance with fitness,' and those who cannot see this must be content to send their wares to the ruder markets of the world, and resign the great marts of commerce to men of superior taste and sounder judgment, who deserve a higher reward."

BORDERS AND ORNAMENTS

***** MAY be used to decorate and to add variety;
* * may also be used to direct special attention
* BORDERS * to a page or to some portion of a page.
* * Where there are a number of lines of dif-
***** ferent length, a border serves to "box" in
the mass and gives a pleasing effect. (See
middle design on page 62.) The border also is effective
to overcome the sense of too much white space. Where
there is a heavy mass of type the printer uses a heavier
border than where the type is scattered.

A narrow border within a wide border is in good
taste, where there is too much white space. (See pages
40, 62, 77, 78.)

Ornaments are used to decorate, to illustrate, and
to modify shape and give proportion. An ornament in
color is often quite pleasing. Use ornaments sparingly.
With the typewriter, the possibilities for illustrative
ornaments are limited. In mimeographing, however, much
beautiful decorative work is now being done by tracing
on the stencil with a stylus. Pages 10, 46, 52, etc.,
show how typewritten ornaments may be used.

Borders and ornaments should be in keeping with the
subject matter. No rule can be laid down, but a few
suggestions and illustrations will elucidate.

No one would think of using a mourning border on a
card conveying felicitations.

A stately subject like the Gettysburg Address could
take a heavier border than a jingle on the cow jumping
over the moon.

A very ornate border on a church bulletin would be
out of place.

A few examples of borders and their uses are shown
on the next page, and others throughout the book.

This border is suitable only for a question:

[illegible]

Note the simplicity of the following:

...LYRICS OF LIFE...
By
Douglas Malloch

The border below is somewhat suggestive of electric lights:

LIGHT is inexpensive
SIGHT is priceless

Formula for border: 8*

Here is a border that displays quiet dignity:

CHURCH
ANNOUNCEMENTS

The following design is tropical:

A
I M
M I
I
F L O R I D A

THE WORLD'S GREATEST PLAYGROUND

Formula for palm trees: I^*

INITIAL LETTERS AND WORDS

888888888888 INTRODUCTION initial letters and words
888888888888 are dignified and ornamental. The intro-
88 88 ductory word may be surrounded by a
88 LARGE 88 border, but a typewritten initial letter
88 88 is too small and retiring when so used.
888888888888 We have succeeded, however, in devising
888888888888 ten large initial letters, as shown below:

B D E F H
I I L P T Z

With these initial letters a border is not usually required.

An introductory word with its surrounding border should conform more or less to the shape of the page. A broad effect would be inappropriate on a long, narrow page.

The rest of the word following an initial letter should be in capitals. This is applicable also to the word following an introductory word.

If an initial letter begins a word of two letters the next word also should be capitalized. This applies as well when the initial letter is a word in itself (A, I or O). If the initial is part of a proper name, the entire name must be in capitals.

Note carefully how initial letters and words are used throughout this book.

THE FOUR INDENTIONS

FOUR styles of indention are employed by printers for display purposes. They are known as:

1. Hanging Indention
2. Squared Indention
3. Diagonal Indention
4. Half Diamond Indention
(or Inverted Pyramid)

These four indentions are illustrated below. The lines indicate the arrangement of reading matter:

Hanging Indention:

Squared Indention:

Diagonal Indention:

Half Diamond Indention (or Inverted Pyramid):

These indentions are used in various places throughout this book. See especially pages 9, 69, and 86.

BOXED SIDE HEADING

BOXED side headings are sometimes used to introduce the subject of a paragraph or section of printed matter. When the side heading is indented, with its left margin even with the left margin of reading matter, it may be "boxed" by having either a line or a border around it. It is placed in the same position as a boxed initial letter or word. (See boxed initial letter on page 71 and initial word on page 12.)

When page margins are sufficiently wide, the side heading may be entirely in margin to left of reading matter. In that case it is better not to box the heading. The paragraph below shows side heading in margin and unboxed:

BE	"Be grateful for the joy of life.
GRATEFUL	Be glad for the privilege of work.
	Be thankful for the opportunity to
	give and to serve. Good work is
	the great character builder, the
	sweetener of life, the maker of
	destiny. Let the spirit of your
	work be right, and whether your
	task be great or small, you will
	then have the satisfaction of know-
	ing it is worth while. You can
	practice all the great virtues in
	small as well as in large things."

The page which follows illustrates the boxed side heading.

CULTIVATE CHEERFULNESS

By Grenville Kleiser

* * * * *
* SIGN OF * It is a sure sign of greatness if
* GREATNESS * you can rise cheerfully and confidently
* * * * * above personal loss, misfortune, or dis-
* * * * * appointment. However dark the present
* * * * * day may be there is always the prospec-
tive sunshine of the morrow. Severe trial is often the
most valuable discipline. Pain itself is a beneficent
warning of nature that you should change some habit.
Sorrow sometimes seems to be only a grievous burden,
yet many persons have emerged from it purified as if
by fire.

* * * * *
* SEVEREST * Your severest tests will come at
* TEST * times of emergency. Then the truth and
* * * * * stability of your beliefs will be put
* * * * * to trial. You believe in God as an
* * * * * ever available help in time of need.
But an emergency arises -- sudden illness, financial
reverse, loss of friends, special hardship, national
calamity -- and then your real character is suddenly
revealed in all its strength and weakness. You are
summoned to quick and definite decision. Then will be
disclosed the practical value of your beliefs and
principles. If you are equal to the test, your creed
is justified.

* * * * *
* PLAY * Always play fair, no matter what the
* THE GAME * other man may do. Play to win. If you
* * * * * lose, be a good loser. Study life as
* * * * * you would a game you enjoy. Know the
* * * * * moves, dangers, difficulties, and re-
wards. Observe the rules. If you don't, you will
learn to do so by the discipline of experience. The
game of life is intensely interesting, but to play it
successfully demands constant diligence, patience,
alertness. If your opponent cheats or falsifies, do
not imitate him. The real joy of the game comes from
an innate sense of integrity. Play to win, play hard,
but always play honestly. Play the game!

--Adapted from "Signs of the Times"

PARAGRAPHING

PARAGRAPHING is an art in itself. Too little attention is given to it. A long paragraph is an abomination, and stands a chance of being skipped. When in doubt, start a new paragraph.

Observe the different arrangements below. All of them are in general use. The last is employed mostly in newspaper headings and advertisements.

IF YOU were in Paris and had time only to visit a few places of interest, you would pick out the most important ones, of course.

A CAR with good brakes traveling at 40 miles an hour cannot be stopped in less than 128 feet.

When passing oncoming cars at night, lower your own lights and keep well over to the right. Watch your side of the road and avoid looking into approaching headlights.

I SUPPOSE most of us can look back to the time when we might have seized a good opportunity if we had been ready for it, for everybody gets a break now and then.

I am not bound to win, but I am bound to be true.
I am not bound to succeed, but I am bound to live up to what light I have.--Abraham Lincoln.

Reassuring Elements Seen
In Face of War Threats
Says World Writer
From Europe

*

PLANNING YOUR PAGE

IOR Ornamental Typing each page must be planned.

Seldom is it possible to turn out a finished page without first typing out a rough draft, as nearly accurate as you can make it, then going over it and carefully indicating every change in position and spacing before the final typing.

It is good practice to prepare several designs, finish them neatly, then select the best one.

A printer's line gauge for measurement is very useful. It shows picas and inches. Most typewriters have the pica size of type. Six picas make an inch.

Remember that any matter "centered" on the page must rest slightly above the center, or it will appear to be too low.

Using the words "Ornamental Typing," we have arranged on the next page six different designs. Study them, and decide which one you prefer.

II

0
0 0
—
O R N A M E N T A L
T Y P I N G
—
0 0
0

OR N A M E N T A L
T Y P I N G

* * * * *
*
*
O R N A M E N T A L T Y P I N G
*
*
* * * * *

**
**

*** O R N A M E N T A L ***
*** T Y P I N G ***

**
**

VVVVVVVVVVVVVVVVVVVVVVVVVVVVVVV
O R N A M E N T A L
T Y P I N G
AAAAAAAAAAAAAAAAAAAAAAAAAAAA

26
O R N A M E N T A L
T Y P I N G

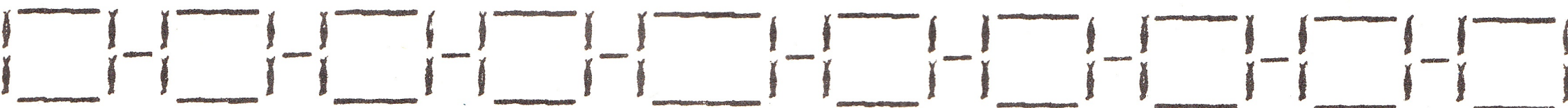
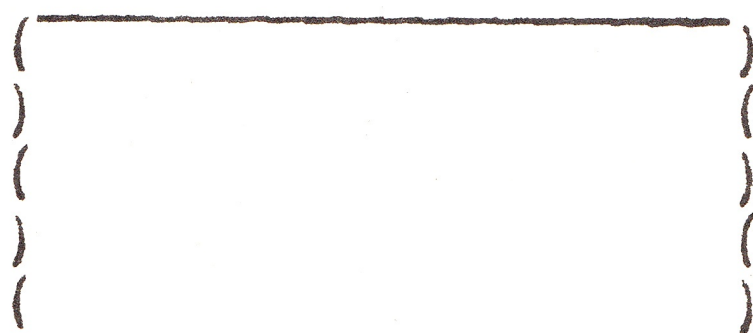
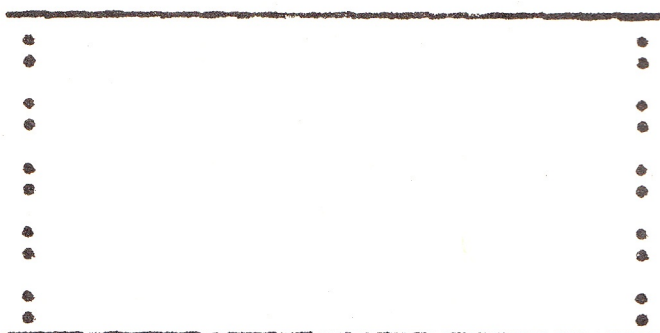
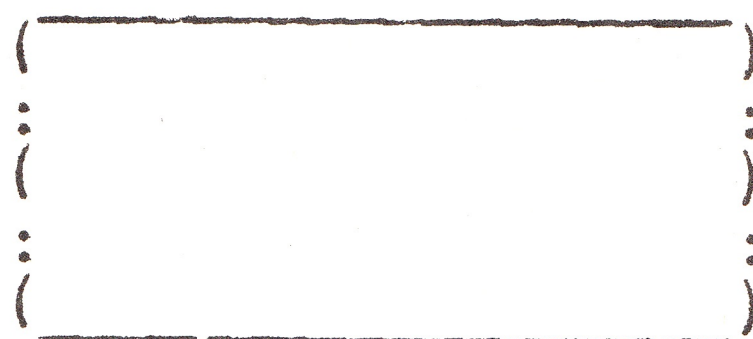
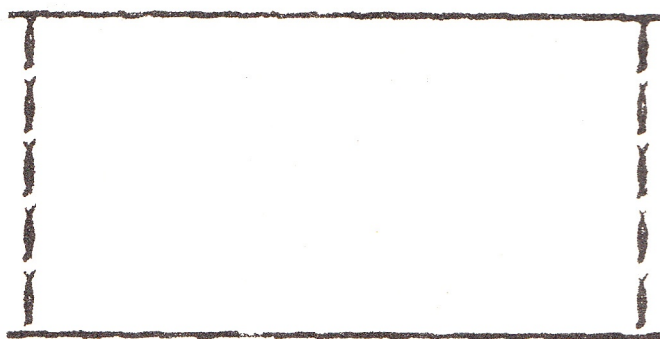
USES OF BORDERS

@@@@ IMPORTANT of all ornaments is the border, though
 @ it has been little used by the typist. No one
 @ MOST @ seems to have taken the trouble to invent any
 @ @ border designs. With the possibility of hun-
 @@@@ dreds of borders, there is no excuse for this
 dearth of such a useful means of ornamentation.

The simplest border, of course, is the straight line.
 For horizontal lines we have the underscore and the hy-
 phen. In making vertical lines we are seriously hampered.
 Perhaps the typewriter manufacturers will help us out by
 providing a vertical stroke. However, we may use the
 parentheses, one stroke over the other (as in the first
 figure below), or singly, or alternating one below the
 other. The colon is also used, or the colon and paren-
 thesis alternating downward.

The oblique line, which slants to the right, is use-
 ful. Unfortunately, there is no corresponding line
 slanting leftward.

The following will illustrate how the parentheses
 and the colon may be combined with the underscore or the
 hyphen to produce acceptable borders:



So far as we are aware, no attempt has ever been made to produce typewritten borders by blending two or more letters, figures or characters; i.e., by striking one letter or character over another. The variety of useful borders which may be made in this way is amazing. The simplest blended, overlaid, or multi-lettered border is wrought with the hyphen and period; thus:

.....	- - - - -
-	-
-	-
-	-
.....	- - - - -

Beginning on the next page we present a list of 245 borders, each designated by number. The very wide borders are made by grouping two or more single-line borders, one below the other. Many beautiful borders are produced in this way. Those which do not make good side borders are quite effective when used only at top and bottom of the body of typed matter. (See pages 60 and 61.)

We have devised a simple formula to show how each border is made. In most cases the border could be typed from the formula without reference to the illustration. The formula indicates the letters or characters which are struck, one over the other, to produce a one-space section of border, which we call a unit. For example, the formula is -. for a unit of the border above. Of course they need not necessarily be struck in the order indicated. The formulas -. and .- are the same.

In making horizontal borders it is preferable to type each letter or character from beginning to end of line. For instance, in the hyphen-period border above it is speedier to type a line of hyphens, then go back and strike a line of periods over the hyphens, for the top and bottom borders.

The entire system of typed borders is so simple that it requires little explanation. Ample white space must be provided between typewritten matter and border. The arrangement of matter within the border requires careful study and considerable taste. Abundant illustrations throughout this book will introduce acceptable standards used by printers generally. Study the four styles of indentation shown on page 6.



TYPEWRITTEN BORDERS

	<u>Formula</u>
1.
2. -----	-
3. _____	-
4. ~~~~~~	-.
5. ~~~~~~	-. .
6. ~~~~~~	-. -
7. -.-.-.-.-	- .
8. -:-:-:-:-	- :
9. ::::::::::	- :_
10. ::::::::::	- :-
11.	-

	<u>Formula</u>
12.	-
13.	- _
14. ~~~~~~	- .- ,
15. ~~~~~~	- _-
16. ~~~~~~	- .-
17. ~~~~~~	- _-
18. ~~~~~~	- :
19. ~~~~~~	- :-
20. ~~~~~~	- :-.
21. *~*~*~*~*~*~*~*~*~*	- *: - :
22. ~~~~~~	- * :

Formula

43. * * *
 *** *** ***
 * * *

44. * * *
 * * *** * * *** * * *
 * * *

45. * * * *
 * * * * * * * *

 * * * * * * * *
 * * * *

46. *o*o*o*o*o*o*o* -*_ -o

47. AAAAAAAAAAAAAAAAAA A:

48. AAAAAAAAAAAAAAAAAA A:*

49. XXXXXXXXXXXXXXXXXX AV

50. XXXXXXXXXXXXXXXXXX AV*

51. jjjjjjjjjjjjjjjjjj fj

Formula

52. jjjjjjjjjjjjjjjjjj fjy

53. gggggggggggggggggg g&*

54. gggggggggggggggggg -g&_

55. gggggggggggggggggg -g*:-_

56. gfgfgfgfgfgfgfgfgfg GM

57. hhhhhhhhhhhhhhhhhh H*

58. hhhhhhhhhhhhhhhhhh H*:

59. hhhhhhhhhhhhhhhhhh HO

60. hhhhhhhhhhhhhhhhhh HU

61. hhhhhhhhhhhhhhhhhh HU:

	Formula
62. <u>HHHHHHHHHHHHHHHHHH</u>	HU*:
63. <u>HOHOHOHOHOHOHOHO</u>	H:- U*
64. <u>HIHIHIHIHIHIHIHI</u>	-H_ -I_
65. <u>HOHOHOHOHOHOHOHO</u>	-H_ -O_
66. <u>H:H:H:H:H:H:H:H</u>	-H_ -:
67. <u>IOIOIOIOIOIOIOIOI</u>	-I_ -O_
68. <u>I8I8I8I8I8I8I8I</u>	-I_ -8_
69. #####	#
70. <u>\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$</u>	-\$_
71. <u>%/%/%/%/%/%/%/%/%/%</u>	-%_

	Formula
72. <u>EEEEEEEEEEEEEEEE</u>	er
73. <u>IIIIIIIIIIIIIIIIII</u>	i"
74. <u>IIIIIIIIIIIIIIIIII</u>	i"-
75. <u>IIIIIIIIIIIIIIIIII</u>	I*
76. <u>IIIIIIIIIIIIIIIIII</u> / -I*_ /	
77. <u>I/I/I/I/I/I/I/I</u> / -I*_ /	
78. <u>I/I/I/I/I/I/I/I</u> / -I*_ /	
79. <u>I*I*I*I*I*I*I*I</u> -I_ -*_-.	
80. <u>XXXXXXXXXXXXXXXX</u>	1X*
81. <u>0000000000000000</u>	-70_

Formula

82. ms
83. 5"
84. 5"-.
85. 5":-
86. 8"
87. ?r
88. ?o-
89. ?o- - *":
90. * - ?o-
91. 80
- 91 $\frac{1}{2}$. 8-.
8-.

Formula

92. ?&
93. ?*_-
94. ?A
95. 8*
96. 8*,_
97. 8*:-
98. o -
99. -o_
100. -o_
101. Vertical strokes)(

	<u>Formula</u>
102.	<u>0-0-0-0-0-0-0-0</u> $\overline{0}_- \overline{-}_-$
103.	<u>0/0/0/0/0/0/0/0</u> $/ \overline{0}_- /$
104.	<u>0*0*0*0*0*0*0*0</u> $\overline{0} \overline{-}^*$
105.	<u>0000000000000000</u> $0' \overline{-}.$
106.	<u>0000000000000000</u> 0^*
107.	<u>0000000000000000</u> $0^*:$
108.	<u>0000000000000000</u> $0^* \overline{-}.$
109.	<u>0000000000000000</u> $0^*?$
110.	<u>0000000000000000</u> $0^*:-$
111.	<u>0*0*0*0*0*0*0*0</u> $\overline{-}^* \overline{-} \overline{0}$











	<u>Formula</u>
112.	<u>0*0*0*0*0*0*0*0</u> $\overline{-}^* \overline{-} \overline{0}$
113.	<u>0*0*0*0*0*0*0*0</u> $\overline{0} \overline{-} \overline{-}^* \overline{-}.$
114.	<u>0*0*0*0*0*0*0*0</u> $\overline{0} \overline{-}^*.$
115.	<u>0*0*0*0*0*0*0*0</u> $0 \overline{-}^* \overline{-}.$
116.	<u>0*0*0*0*0*0*0*0</u> $0 \overline{-}^* \overline{-} \overline{-}.$
117.	<u>0000000000000000</u> $\overline{0}^*:-$
118.	<u>0000000000000000</u> $\overline{0}^* \overline{-} \overline{0} \overline{-}$
119.	<u>0000000000000000</u> $\overline{0}^*:- \overline{0} \overline{-}$
120.	<u>0000000000000000</u> $\overline{0}^*:- \overline{0}'' \overline{-}$
121.	<u>0000000000000000</u> $0B$






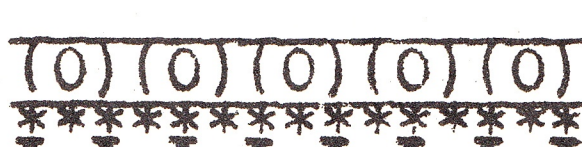


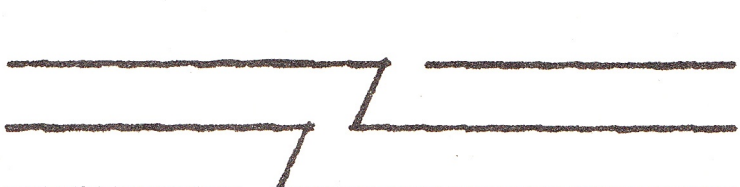

	<u>Formula</u>
122. <u>000000000000000000</u>	OK
123. <u>999999999999999999</u>	OS
124. <u>000000000000000000</u>	OV
125. <u>000000000000000000</u>	OW
126. <u>000000000000000000</u>	-OW_
127. <u>000000000000000000</u>	OX
128. <u>XXXXXXXXXXXXXXXXXX</u>	X:
129. <u>XXXXXXXXXXXXXXXXXX</u>	X:"
130. <u>000000000000000000</u>	OX
131. <u>000000000000000000</u>	OZ


	<u>Formula</u>
132. <u>000000000000000000</u>	OZ
133. <u>000000000000000000</u>	-oY_
134. <u>000000000000000000</u>	OY
135. <u>000000000000000000</u>	-s*_
136. <u>000000000000000000</u>	-t*_.
137. <u>000000000000000000</u>	-tj"-._
138. <u>000000000000000000</u>	tj'
139. <u>000000000000000000</u>	-tj*:-_
140. <u>000000000000000000</u>	us
141. <u>000000000000000000</u>	US


	<u>Formula</u>
142. <u>UUUUUUUUUUUUUUUUUU</u>	\bar{U}
143. <u>UUUUUUUUUUUUUUUUUU</u>	U'
144. <u>UUUUUUUUUUUUUUUUUU</u>	$\bar{U}?_$
145. <u>UUUUUUUUUUUUUUUUUU</u>	\bar{U}'
146. <u>UUUUUUUUUUUUUUUUUU</u>	$\bar{U}'-_$
147. <u>UUUUUUUUUUUUUUUUUU</u>	$U^*-_$
148. <u>UUUUUUUUUUUUUUUUUU</u>	$U^*:$
149. <u>UUUUUUUUUUUUUUUUUU</u>	$\bar{U}":-_$
150. <u>VVVVVVVVVVVVVVVVVV</u>	V^*
151. <u>VVVVVVVVVVVVVVVVVV</u>	V'

	<u>Formula</u>
152. <u>VVVVVVVVVVVVVVVVVV</u>	V''
153. <u>VVVVVVVVVVVVVVVVVV</u>	\bar{V}''
154. <u>WWWWWWWWWWWWWWWW</u>	VW
155. <u>WWWWWWWWWWWWWWWW</u>	VW^*
156. <u>VVVVVVVVVVVVVVVVVV</u>	$\bar{V}:$
157. <u>WWWWWWWWWWWWWWWW</u>	W^*
158. <u>XXXXXXXXXXXXXXXXXXXX</u>	wm
159. <u>XXXXXXXXXXXXXXXXXXXX</u>	wm^*
160. <u>XXXXXXXXXXXXXXXXXXXX</u>	x^*
161. <u>XXXXXXXXXXXXXXXXXXXX</u>	X^*

- Formula
182.  $\neg/_$
183.  $\neg/_$
184.  $_ / \neg$
185.  $\neg/_$
186.  $/ _ _ /$
187.  $\neg (_$
188.  $\neg (_$
189.  $\neg (_$
190.  $\neg (_$
191.  $\neg (_$

- Formula
192.  $\neg (_$
193.  $(_ _)$
194.  $(_ _) _$
195.  $\neg (_ \neg \ast : _$
196.  $\neg (_ \neg \ast$
197.  $\neg (_ \neg \ast _$
198.  $(_ _)$
199.  $(_ _)$
200.  $\neg/_$
201.  $\neg/_$


202. 

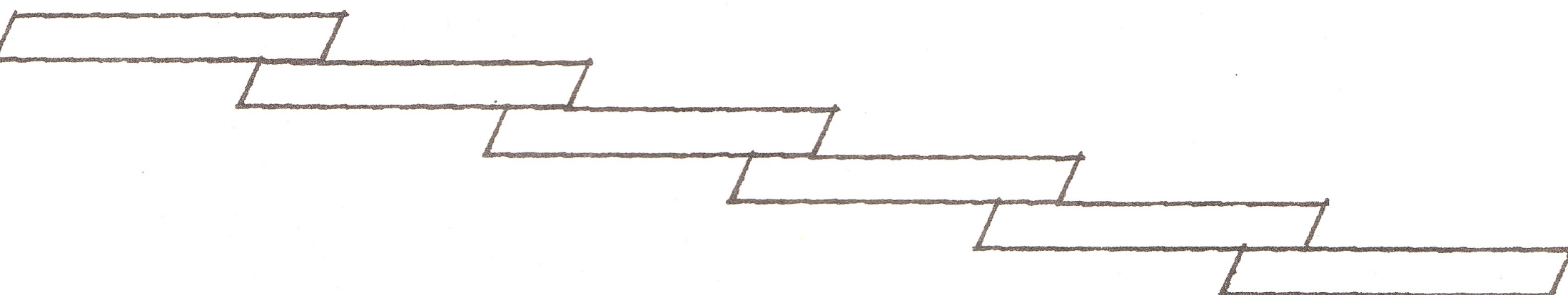
203. 

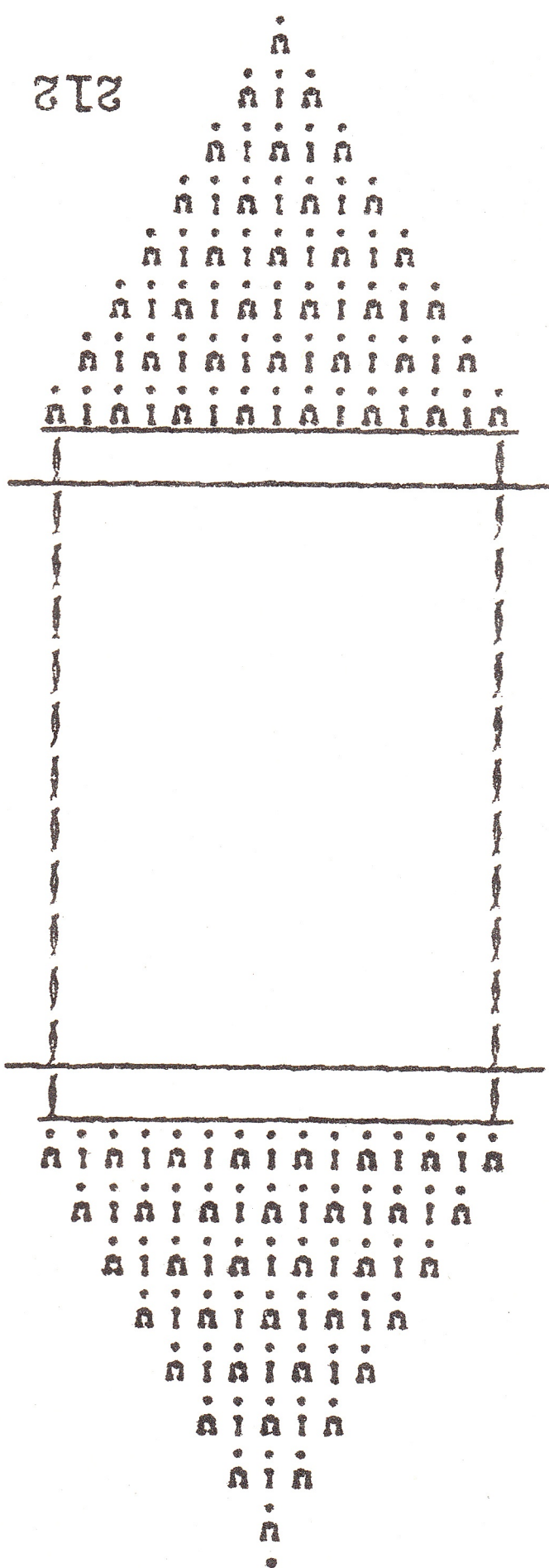
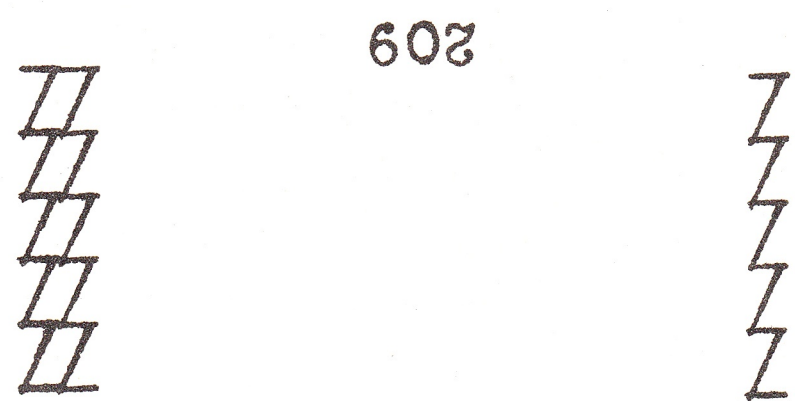
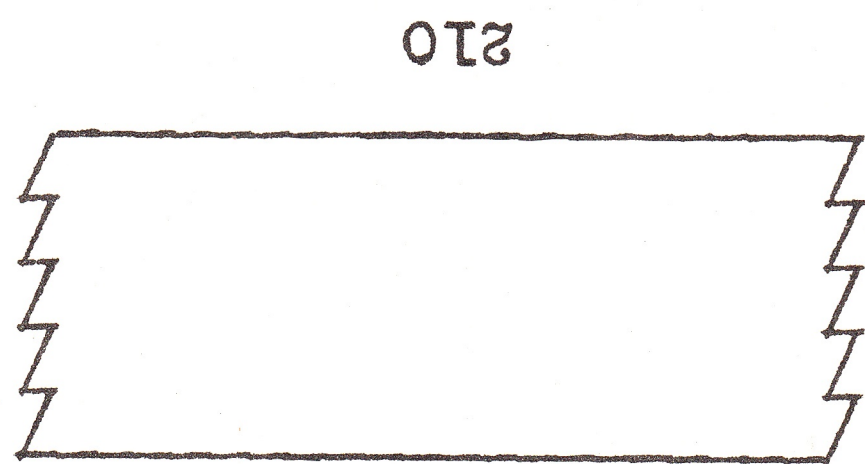
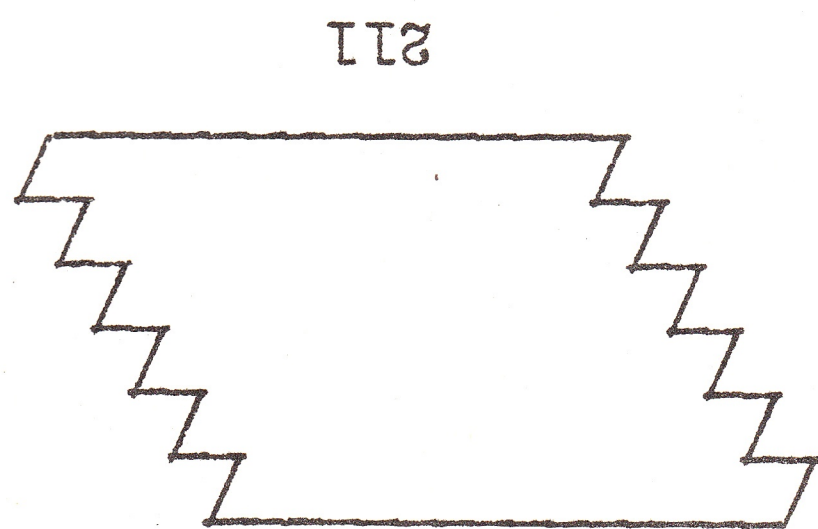
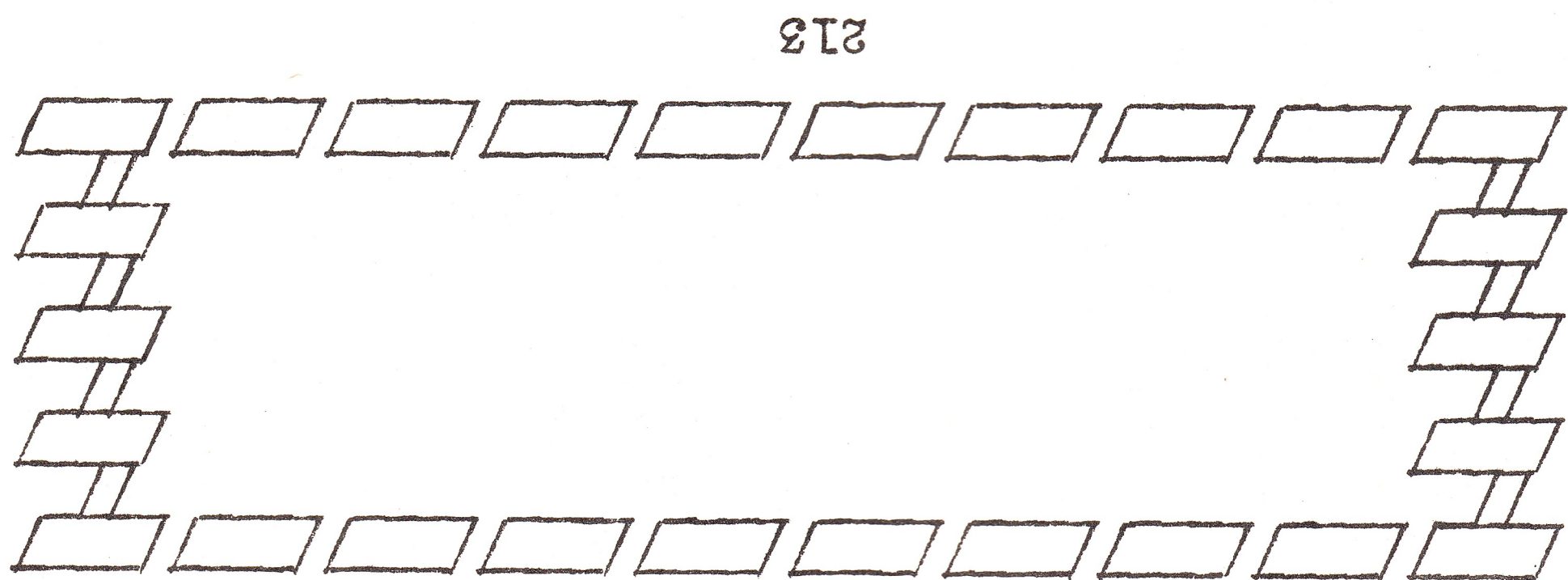
204. 

205. 

206. 

207. 

208. 



214. XXXXXXXXXXXXXXXXXXXXXXXXXXXX
UUUUUUUUUUUUUUUUUUUUUUUUUUUU
 Nos. 130 and 18

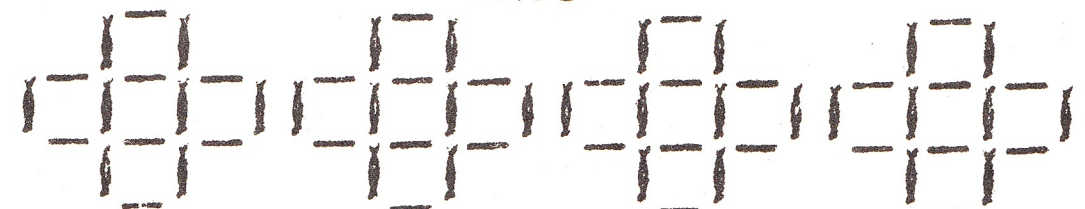
215. HHHHHHHHHHHHHHHHHHHHHHHHHH
@@*@*@*@*@*@*@*@*@*@*
 Nos. 57 and 90

216. XXXXXXXXXXXXXXXXXXXXXXXXXXXX
UUUUUUUUUUUUUUUUUUUUUUUUUUUU
 Nos. 174 and 142

217. OOOOOOOOOOOOOOOOOOOOOOOOOO
UUUUUUUUUUUUUUUUUUUUUUUUUUUU
 Nos. 167 and 124

218. OOOOOOOOOOOOOOOOOOOOOOOOOO
OOOOOOOOOOOOOOOOOOOOOOOOOO
 Nos. 47-a and 167

219. UUUUUUUUUUUUUUUUUUUUUUUUUU
*_*_*_*_*_*_*_*_*_*_*_*_*_*
 Nos. 134 and 35

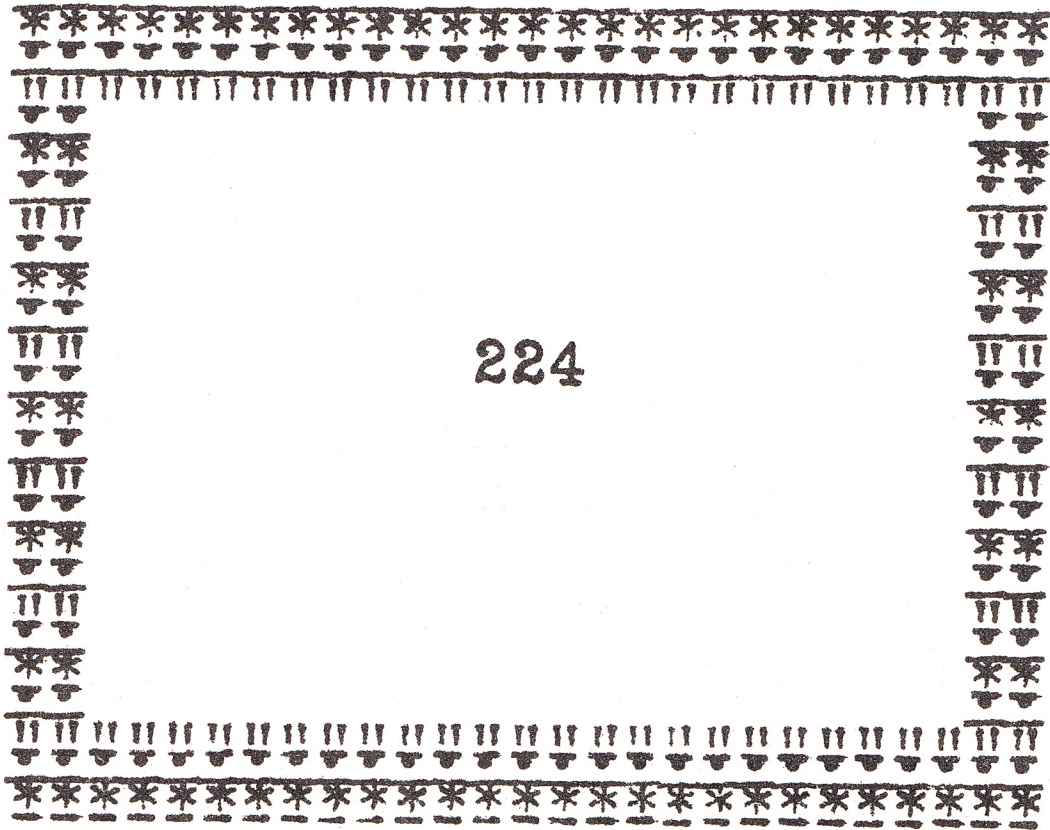
220

 Formula:)(_

221
AAAAAAAAAAAAAAAAAAAAAAAAAAAA
VVVVVVVVVVVVVVVVVVVVVVVVVVV
 Nos. 47 and 156

222
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
HHHHHHHHHHHHHHHHHHHHHHHHHH
UUUUUUUUUUUUUUUUUUUUUUUUUUUU
 Nos. 175, 59 and 142-a

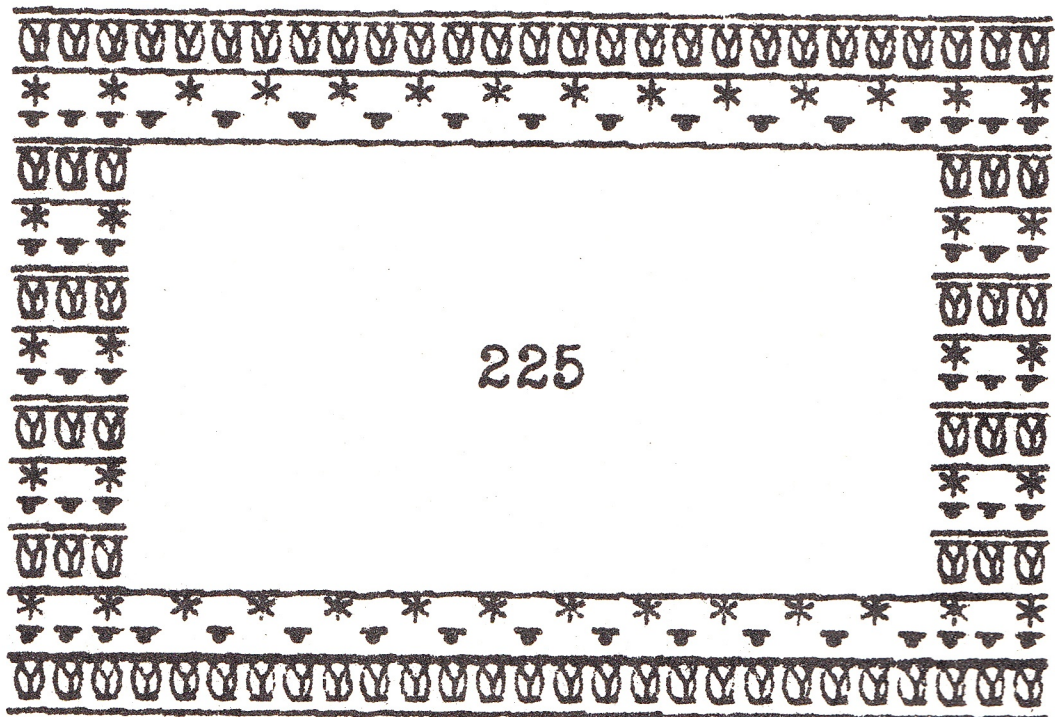
223
HHHHHHHHHHHHHHHHHHHHHHHHHH
VVVVVVVVVVVVVVVVVVVVVVVVVVV
HHH HHH
VVV VVV
HHH HHH
VVVVVVVVVVVVVVVVVVVVVVVVVVV
HHHHHHHHHHHHHHHHHHHHHHHHHH

Nos. 59 and 51-a



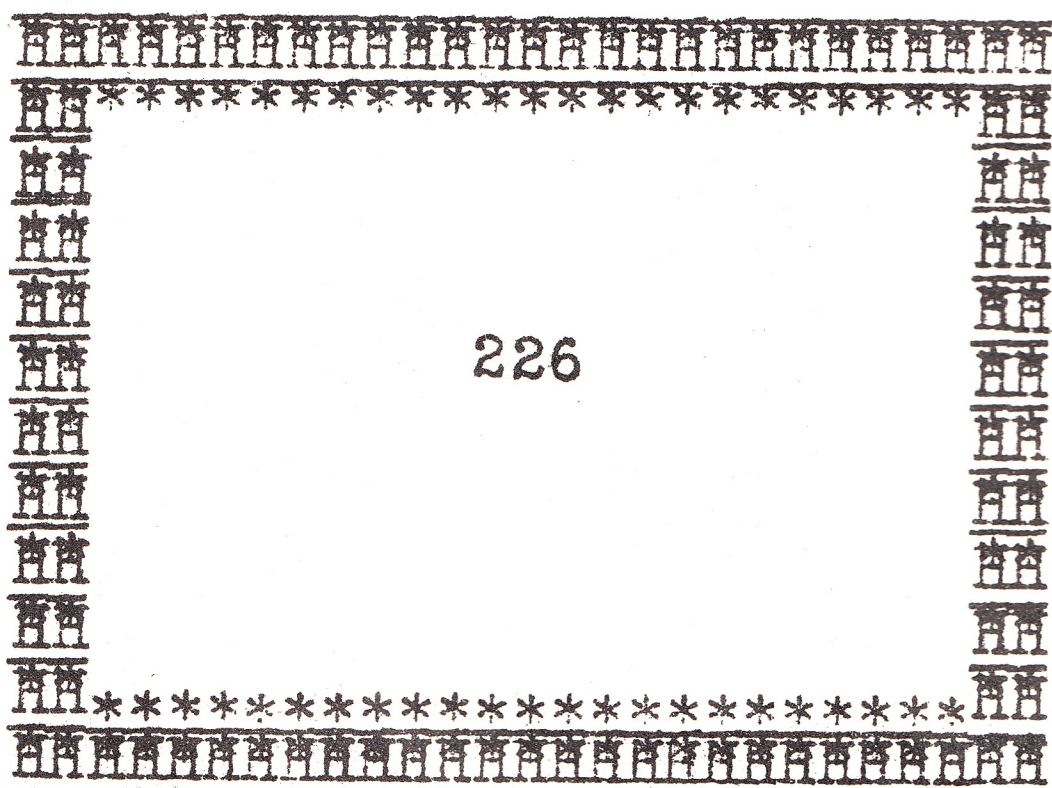
224

Borders Nos. 33 and 17



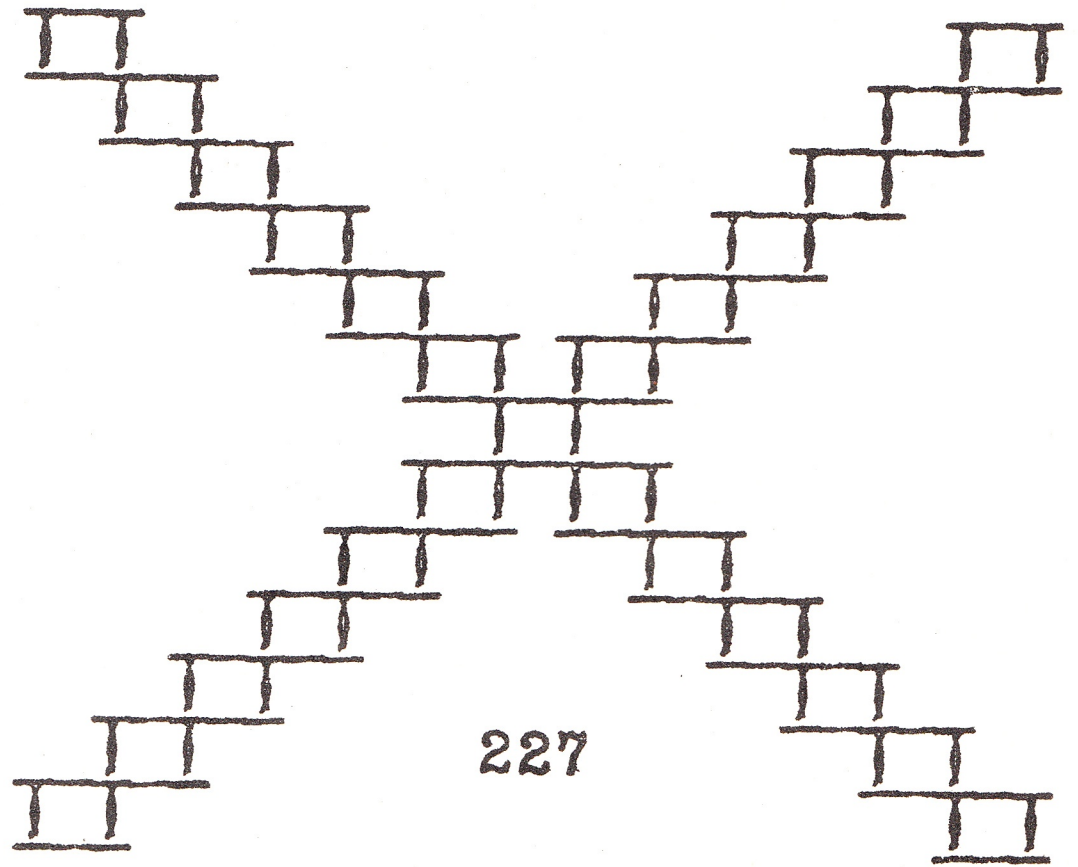
225

Borders Nos. 134 and 35

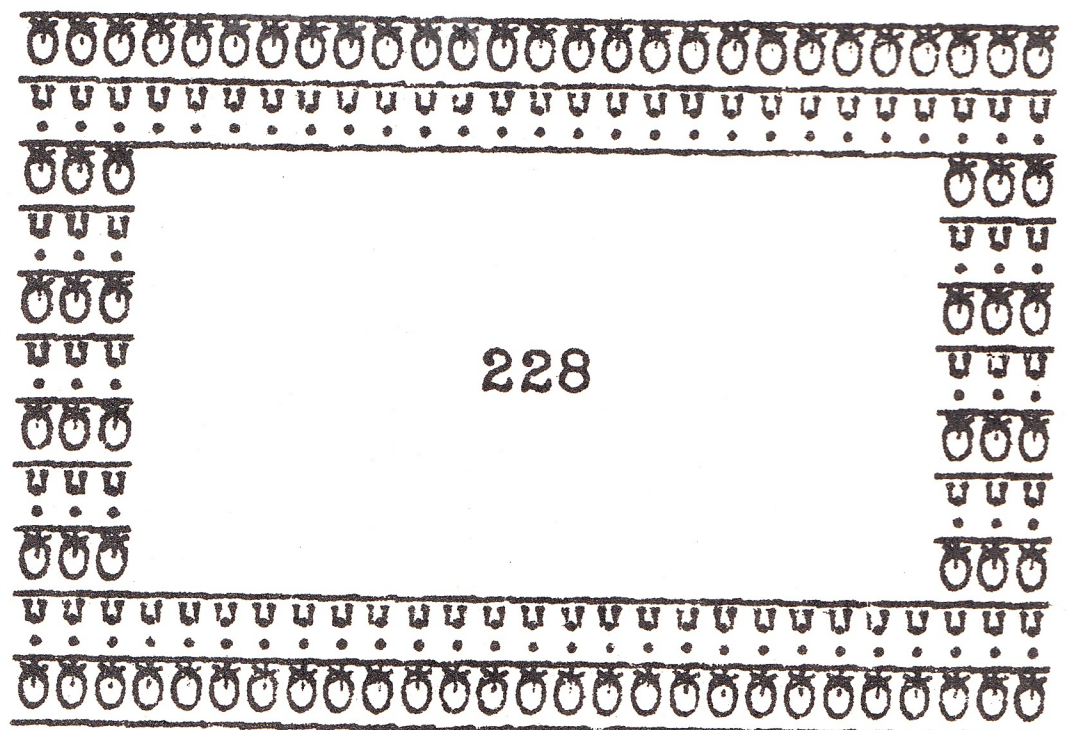


226

Borders Nos. 57 and 23

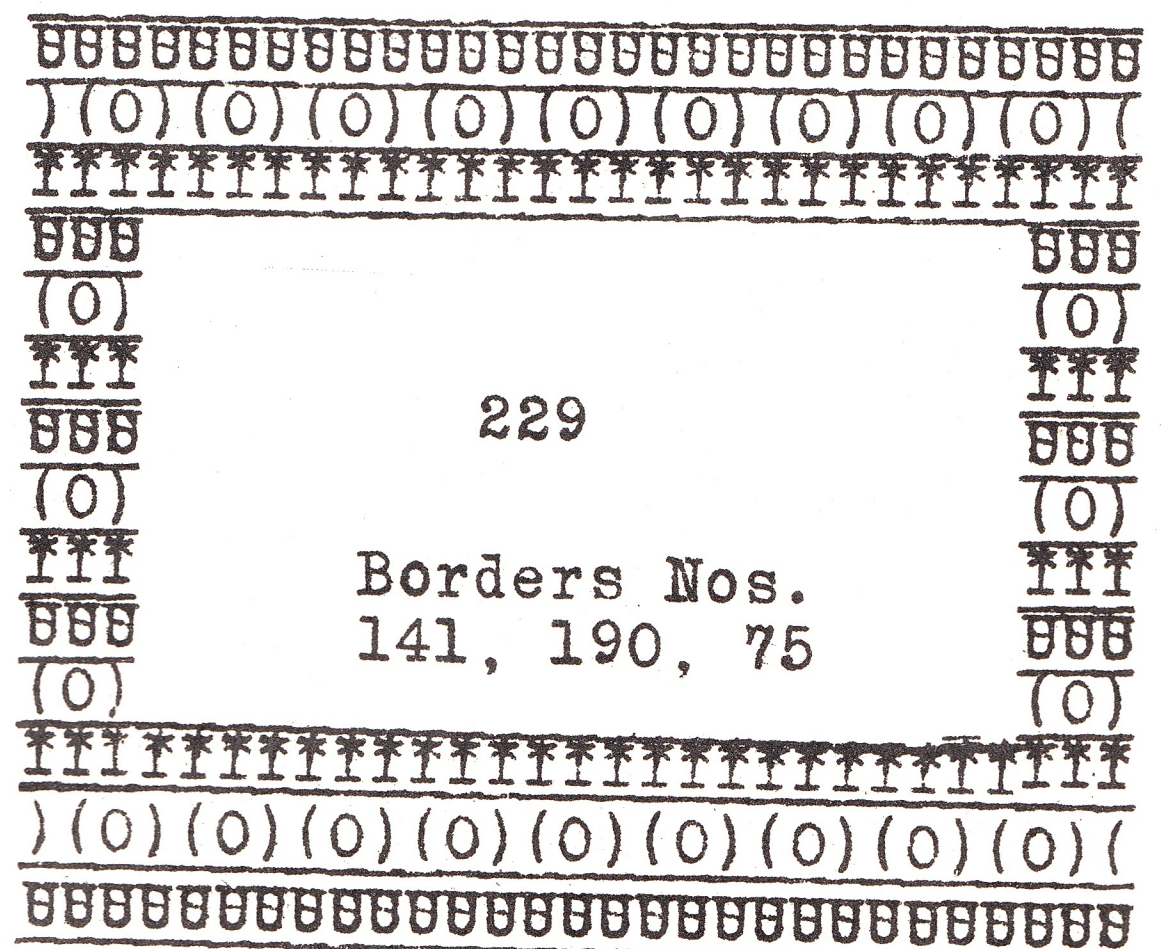


227



228

Borders Nos. 106 and 18



229

Borders Nos.
141, 190, 75

230

A rectangular label with a decorative border of small circles. The number '234' is printed in the center.

231

235

232

236

A rectangular frame composed of small black dots, with the number 233 centered within it.

A rectangular frame with a decorative border of small squares. The number 237 is centered within the frame.

- 28 -

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 ⌘-----⌘
 Formula for corners: OX

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244

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 Vertical strokes:)(

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HH *
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 * 241 *
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HH * * * * * HH
HH *
 Corners: ms

HH |-----| HH
 |
 | 245 |
 |
 |
HH |-----| HH
 Corners: HO

TYPEWRITTEN ORNAMENTS

 ** **
 ** NATURE **
 ** **

IS highly ornamental. Perhaps her
 secret lies in being unstilted
 and free from affectation. Where
 falls the acorn, there grows the
 oak. Ruggedness and harmony
 blend to produce a perfect set-
 ting.

Man has always been interested in adornment,
and more so now than ever before.

Nearly a hundred typewritten ornaments are
introduced below. We have by no means ex-
hausted the possibilities. It has been our aim
to include only those which at some time may be
useful in some way.

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311

312

313

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— () —
315

316

317

$$\frac{1}{(0)}$$
 318

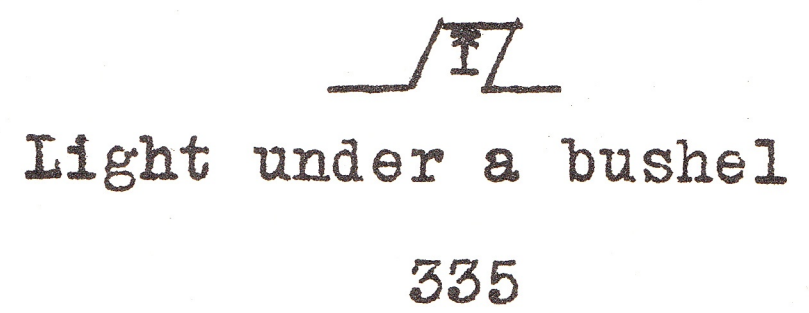
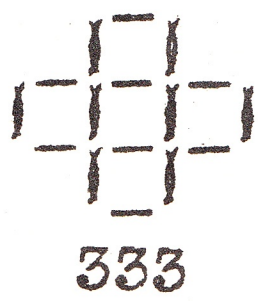
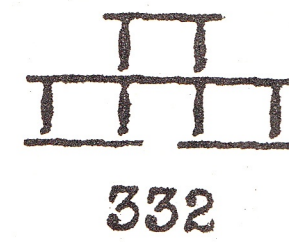
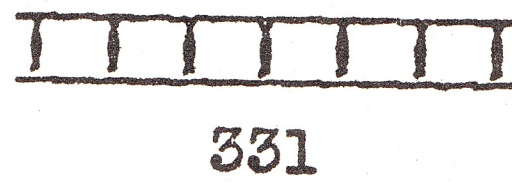
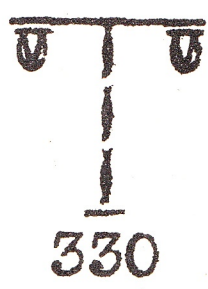
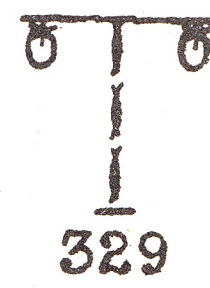
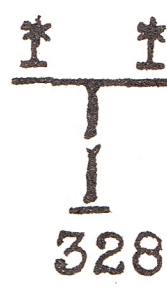
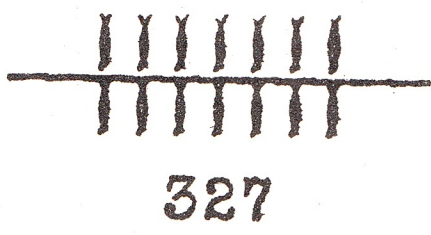
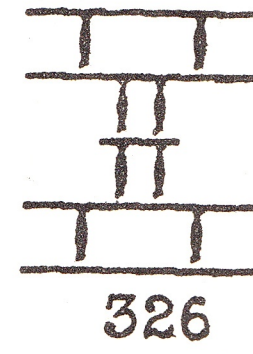
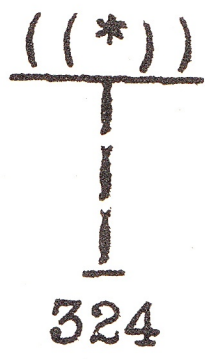
319

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DRUGS



348

ICE CREAM



349

CANDY



350

SUNDRIES



351

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352

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361


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* * * * *
* THE STARRY HEAVENS *
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363

362


364


A THORNY PATH
365


366

HH
367

-HH-
368

I
H
I--H H--I
H
I
369

HHH
I
370

H
H H
H
371

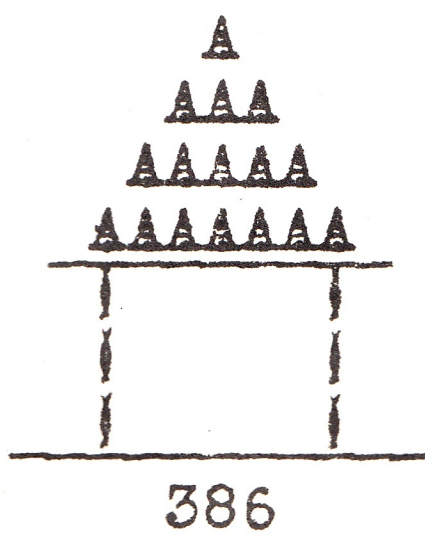
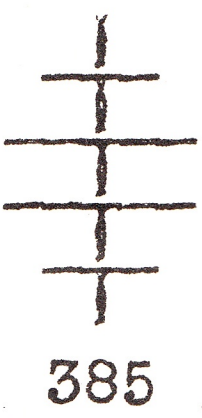
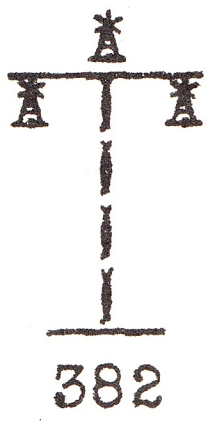
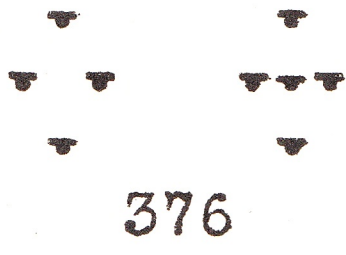
Formula: HO

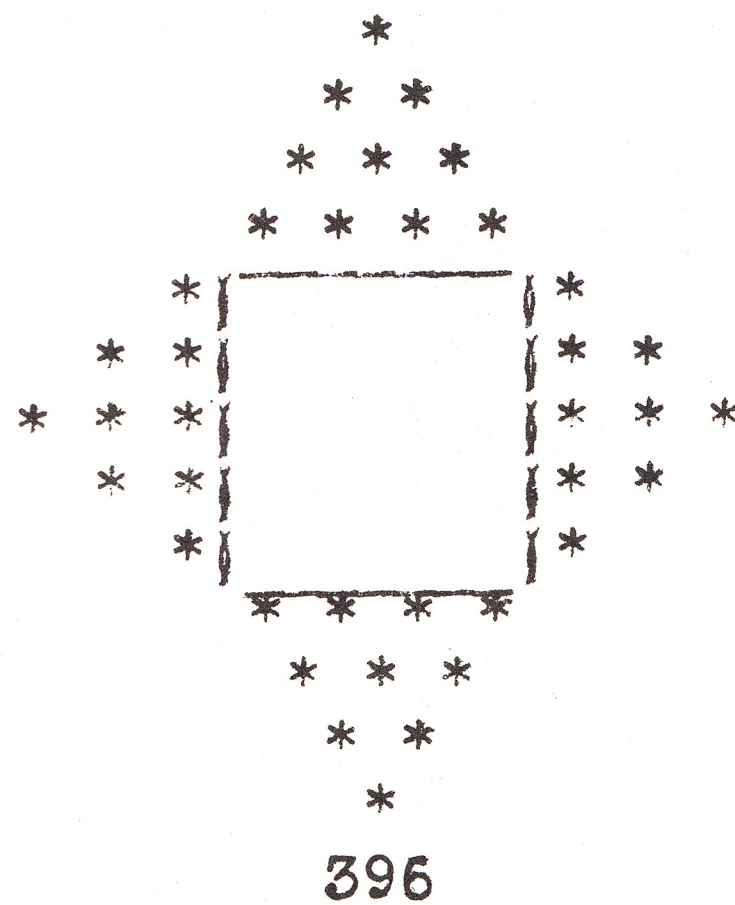
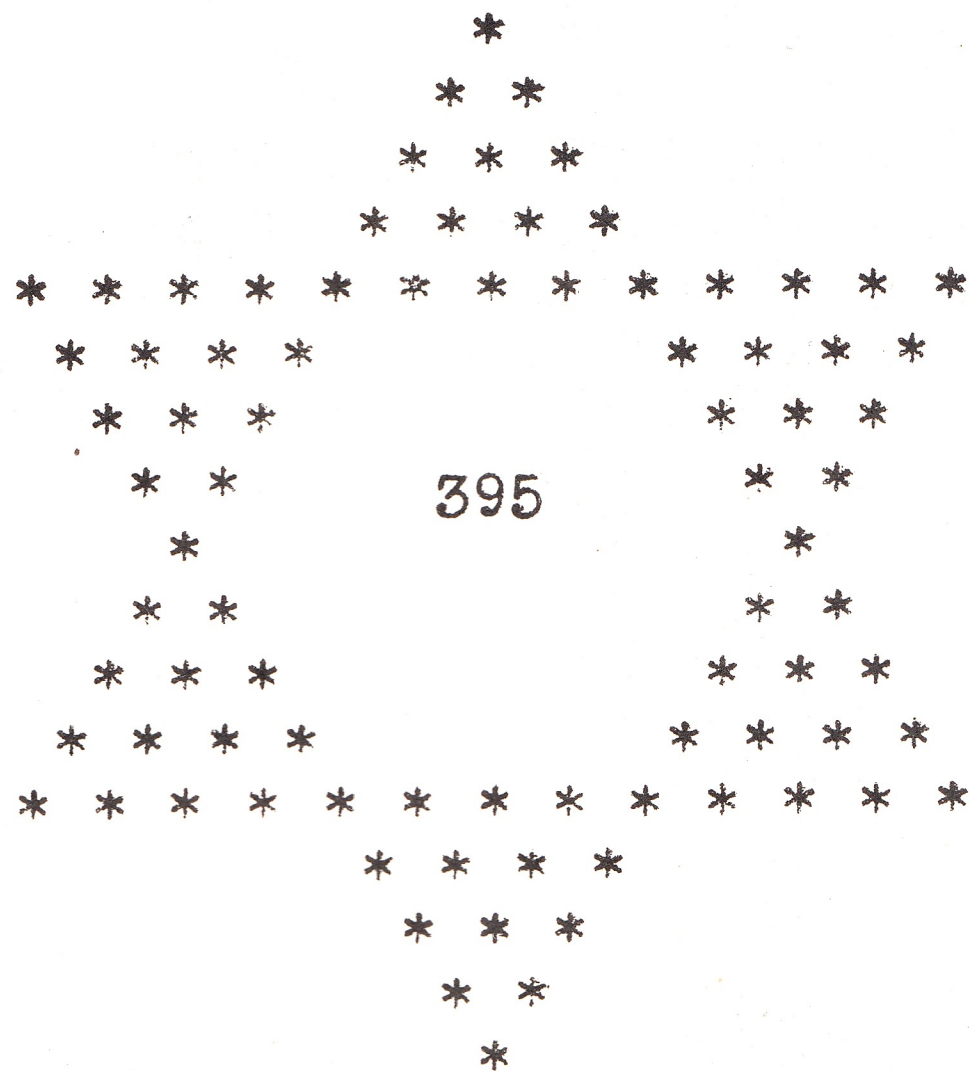
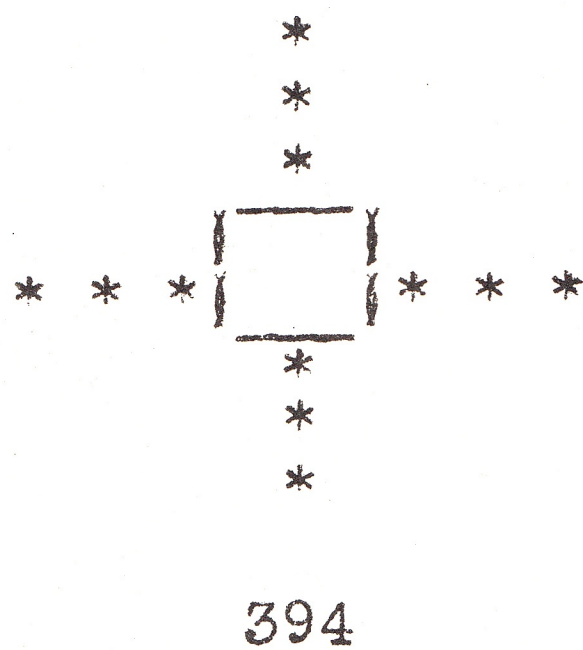
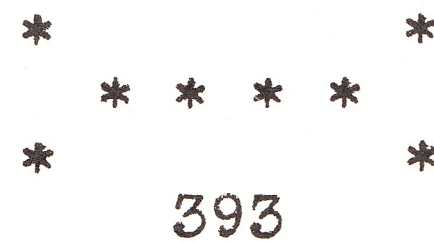
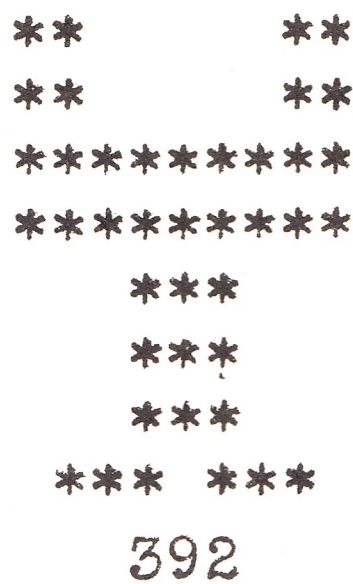
I
HHH
I
372

I
--HHH--
I
373

AA AA AA
AA AA AA
374
Formula: A:

~ ~ ~
~ ~ ~
~ ~ ~
375





Note: The six-pointed star is easily made if you bear in mind that each point of the star is an equilateral triangle.

ORNATE DESIGNS

***** HAVE promised considerable in the preced-

** WE ** ing pages. We must now make good. In
** **
***** choosing material we have included a wide

range of subjects, and have classified them rather
loosely to avoid monotony.

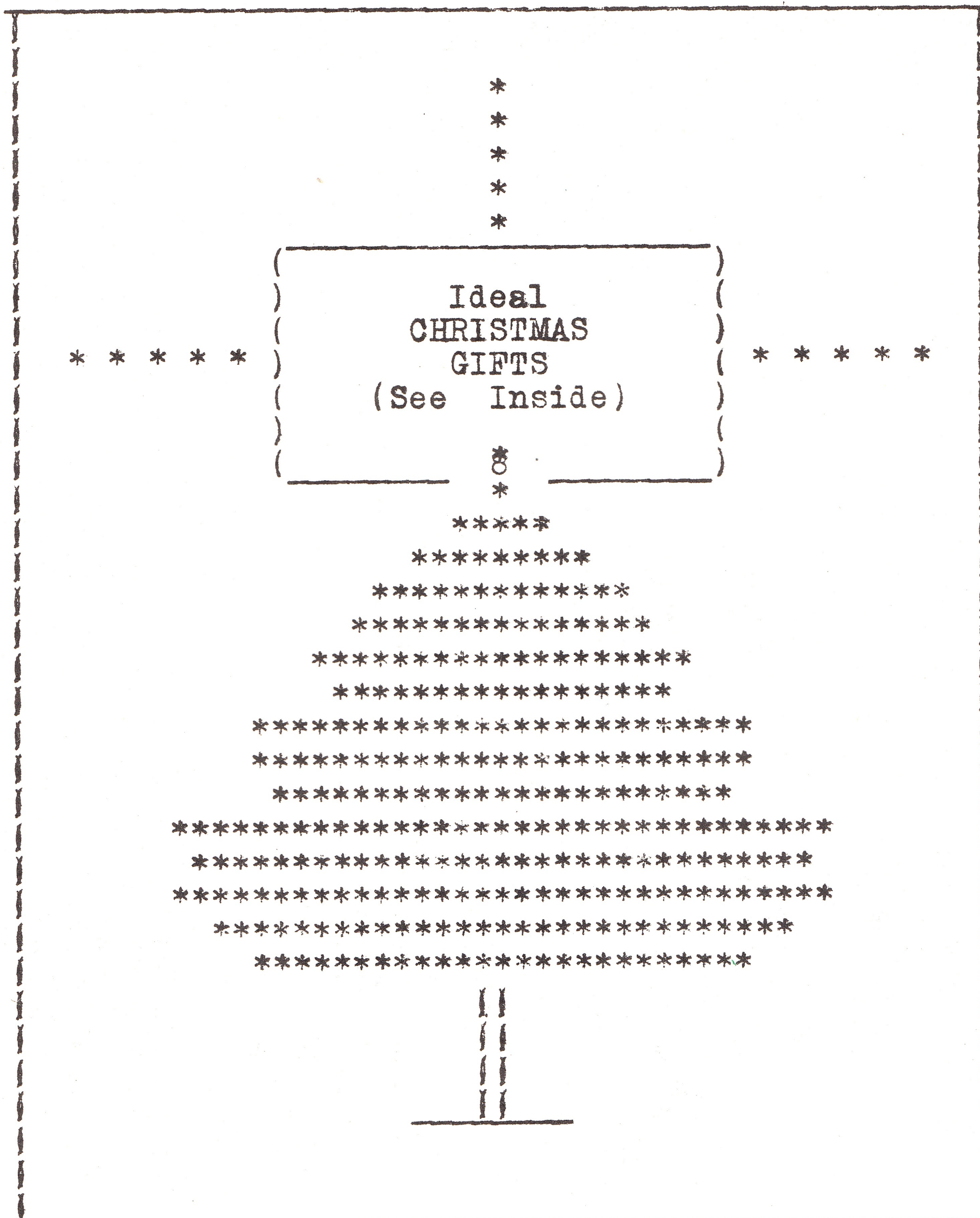
The designs in this section may be classed as
ornate--some more so than others.

Occasionally we have had to fake a little by
turning the platen slightly to get just the effect
desired, or by moving the carriage a hair's breadth
to squeeze in a comma. After all, the typewriter,
like everything else, has its limitations.

The formula for border has been omitted from
several designs, to avoid overcrowding. In such
cases the formulas may be found in the section il-
lustrating typewritten borders, pages 14 to 29.

The more you study Ornamental Typewriting the
more fascinating it becomes, and the more possibil-
ities you discover. Our aim in this book is not to
exhaust the subject, but to show what can be done.

The author, a retired dentist, spent fifteen of
his earlier years as stenographer in the U. S. Gov-
ernment service.



This design is pleasing because it is simple and well balanced, with the bulk of the mass in the lower half.

Formula for vertical lines:)(



Note the beauty of the above, adapted from the San Francisco Chronicle.

NO BOY

Can Tie a Stone Around His
 Neck and Expect to Swim in the Swift
 Current of Modern Life

- From -
 "The Cigarette As a Physician Sees It"

Formula for upper border: OW_*. _.

Note: Platen must be turned to desired
 positions in making lower border.

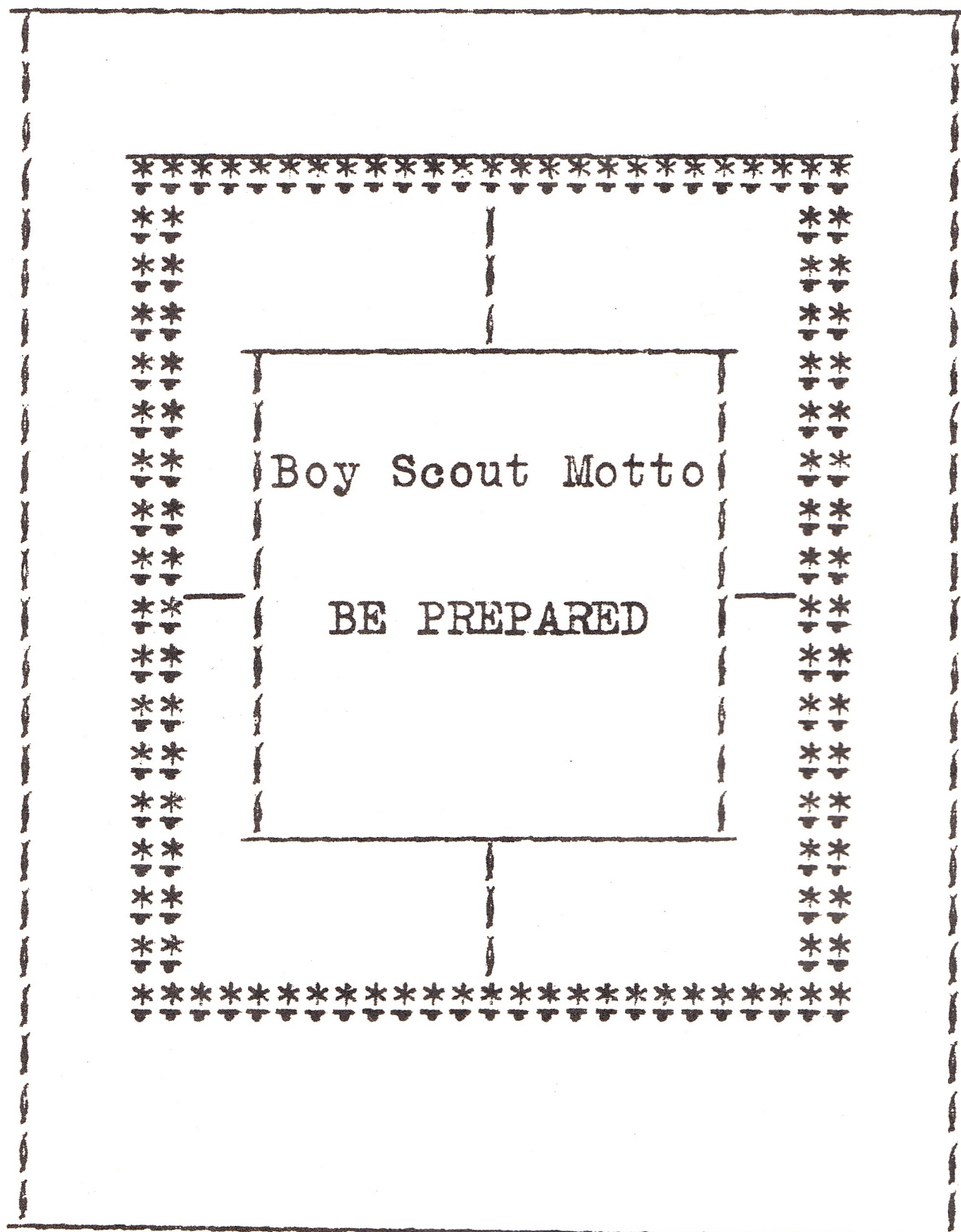
COMMENT

The above embodies a strong statement.. We want to display it with all the emphasis possible. All capitals would weaken it, and render it less easy to read. A heavy border all around it would invite too much attention to the border. The use of ornaments would detract.

I*I*I*I*I*I*I*I*I*I*I*I*I*I*I*I

"There never were any victories in any war, and there never will be a victory. Who won the San Francisco earthquake?" -- Congressman Maury Maverick, of Texas, in East-Bay Reporter, Oakland, Calif.

I*I*I*I*I*I*I*I*I*I*I*I*I*I*I*I



3 BIG REASONS

for Buying Your Radio
at Jackson's during
Radio Week

1. Free Home Trial!
2. Extra Big Trade-in!
3. Special Easy Terms!

JACKSON'S
FURNISHERS OF HOMES
Clay and 13th Streets

Formula: ox

Sign seen on door in Oak-
land, California

Formula for border: OZ

ROLL OF HONOR

"No North, no South, no East, no West,
But one great nation Heaven blest."

Upper border: \overline{V} :
Lower border: A

"Heaven is not reached at a single bound,
But we build the ladder by which we rise
From the lowly earth to the vaulted skies,
And we mount to its summit round by round."

Formula for border: $- * -$

Note: Lower border is made with paper inverted.

Formula: $r?$

- C A L I F O R N I A -

Formula for border: US

If border is too bold, or space is lacking, try placing border at top and bottom, leaving the sides bare; thus:



HH

The officials who engage men for a certain Government department have one of those highly scientific intelligence tests to which every candidate is subjected. Up to a few days ago, these tests included a couple of catch questions--the kind that could not be answered. You proved you had brains by not trying to answer them.

All went according to plan until a university graduate turned up for the exams. He was asked the two questions--and to the horror of the scientists he answered them both. Here they are with his answers:

"How long," read one question, "is a piece of string?"

"A piece of string," said the bright boy, "is twice the distance between the center and the end."

"How far," read the second question, "can a dog run into the woods?"

To which the young man answered, "A dog can run only half-way into the woods. After that, he is running out of the woods." -- Lampoon

HH



Formula for border: $\frac{1}{2} @ * -$.
" " ornament: HO



THE PESSIMIST

Nothing to do but work,
Nothing to eat but food,
Nothing to wear but clothes
To keep one from going nude.

Nothing to breathe but air,
Quick as a flash 'tis gone;
Nowhere to fall but off,
Nowhere to stand but on.

Nothing to comb but hair,
Nowhere to sleep but in bed,
Nothing to weep but tears,
Nothing to bury but dead.

Nothing to sing but songs,
Ah, well! Alas! Alack!
Nowhere to go but out,
Nowhere to come but back.

Nothing to read but words,
Nothing to cast but votes,
Nothing to hear but sounds,
Nothing to sail but boats.

Nothing to see but sights,
Nothing to quench but thirst,
Nothing to have but what we've got,
Thus through life we are cursed.

Nothing to strike but a gait,
Everything moves that goes,
Nothing at all but commonsense
Can ever withstand these woes.
--Ben King



Formula for border: $\frac{1}{2} * -$. $\frac{1}{2} x -$.

FOR THOSE WHO FAIL

"All honor to him who shall win the prize,"
The world has cried for a thousand years,
But to him who tries and who fails and dies,
I give great honor and glory and tears.

Give glory and honor and pitiful tears
To all who fail in their deeds sublime,
Their ghosts are many in the van of years
They were born with Time in advance of Time.

Oh, great is the hero who wins a name,
But greater many and many a time
Some pale-faced fellow who dies in shame
And lets God finish the thought sublime.

And great is the man with a sword undrawn,
And good is the man who refrains from wine;
But the man who fails and who still fights on,
Lo, he is the twin-brother of mine.

--Joaquin Miller

FOR THOSE WHO FAIL

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--Joaquin Miller

THE SECRET OF A GOOD PERSONALITY

By George A. Flanagan

BOOKS have been written concerning personality and charm. Hundreds of definitions have been set down to describe the nature and properties of these estimable traits, and rules formulated for acquiring them. But they remain as undefinable and elusive as ever.

What seems to us the clearest description of a magnetic personality is given in six short words in the book of Daniel:

"Then this Daniel was preferred above the presidents and princes, because an excellent spirit was in him." -- Daniel 6:3.

"An excellent spirit was in him." A volume of words could not explain the secret of charm with more striking effect. An excellent spirit--a good disposition--certainly is the basis of personality, attractiveness, charm, popularity, or whatever it may be called.

And the beauty of it is that there is no need to expatiate upon what is meant by "an excellent spirit." We all know what it means. We all have seen it in others, and we all have been drawn to it as by a magnet.

It requires a right mental attitude. Again, we do not need to be told what a right mental attitude is. We already know. All that we need to do is to put it into practice.

YOUR COLLEGE CAREER

Central Bank Savings are financing
many college careers.

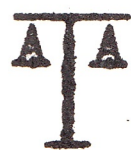
Start one now and have it when you
need it.

CENTRAL NATIONAL BANK
Oakland, California

Formula for border: O*?

How to Center a Group of Words on a Line. Having determined the right and left margins, let us center YOUR COLLEGE CAREER on the line. Beginning immediately to the right of the left border, spell out YOUR COLLEGE CAREER, striking the space bar as you spell. From that point count the spaces to the right-hand border, striking the space bar as you count the 23 spaces. That gives you 11 spaces on one side of YOUR COLLEGE CAREER and 12 spaces on the other side. In such cases it looks better to have the smaller number of spaces on the left. So go back to the left border, count out 11 spaces on the space bar, then write YOUR COLLEGE CAREER.

When two short lines are to be centered, one above the other, write the longer line first, then the location of the shorter line can be determined more easily.



A TRIBUTE TO THE DOG

THE ONE absolutely unselfish friend that man can have in this selfish world, the one that never deserts him, the one that never proves ungrateful or treacherous, is his dog. A man's dog stands by him in prosperity and in poverty, in health and in sickness. He will sleep on the cold ground, where the wintry winds blow and the snow drives fiercely, if only he may be near his master's side. He will kiss the hand that has no food to offer; he will lick the wounds and sores that come in encounter with the roughness of the world. He guards the sleep of his pauper master as if he were a prince. When all other friends desert, he remains. When riches take wings, and reputation falls to pieces, he is as constant in his love as the sun in its journey through the heavens.

If fortune drives the master forth an outcast in the world, friendless and homeless, the faithful dog asks no higher privilege than that of accompanying him, to guard him against danger, to fight against his enemies. And when the last scene of all comes, and death takes his master in its embrace and his body is laid away in the cold ground, no matter if all other friends pursue their way, there by the graveside will the noble dog be found, his head between his paws, his eyes sad, but open in alert watchfulness, faithful and true even in death.

--Senator George Graham Vest
(From "Heart Throbs")

~~~~~

NOT ONE person in ten thousand can  
spell the following ten words correctly:

ECSTASY

EXHILARATE

HYPOCRISY

INDISPENSABLE

LIQUEFY

IRRELEVANT

PRIVILEGE

RAREFY

SUPERSEDE

SACRILEGIOUS

- From the Oakland (Calif.) Tribune -

~~~~~

Formula for border: -*v

Note: Lower border is made with paper
upside down.

YOUR FRIEND--
THE NEIGHBORHOOD MERCHANT

BELIEVE it or not, your local merchant is your best friend.

SERVICE is his watchword, and he devotes his life just to serving you. He asks little in return. Only a living -- a few comforts after the day's work is done, and a little nest-egg for old age.

He is the biggest booster that your community has. He is always planning with his neighbors, always on the lookout for ways and means to improve local conditions, to instill the community spirit and to encourage civic pride.

What would you do without him? Is there any 'corporation' or commercial syndicate that could take his place?

HIS friendship is genuine, his smile is real, his handclasp warm and hearty. He knows that your interests are his interests; that your prosperity is his prosperity.

There is a spirit of reciprocity between you and your neighbor-merchant. You know him and he knows you. You patronize him and he patronizes you. You boost him and he boosts you. You spend your money in the local mart, and it comes back to you manifold and in many ways.

Nothing can take the place of the neighborhood spirit. It is the atmosphere of 'home.' It is the bond that endures. It is the tie that binds heart to heart and life to life.

The local store is the symbol of things genuine and indispensable. Let us encourage and support it.

(Copyright, 1937, by George A. Flanagan)

Formula for border: -OK-

I **I** APPY is the man that find-
I **I** eth wisdom, and the man
that getteth understanding.

For the merchandise of it is better than the merchandise of silver, and the gain thereof than fine gold.

She is more precious than rubies; and all the things thou canst desire are not to be compared unto her.

Length of days is in her
right hand; and in her left
hand riches and honour.

Her ways are ways of pleasantness, and all her paths are peace.

She is a tree of life to them that lay hold upon her: and happy is every one that retaineth her.

The Lord by wisdom hath
founded the earth; by under-
standing hath He established
the heavens.

By His knowledge the depths
are broken up, and the clouds
drop down the dew.

--Proverbs 3:13-20

Formula for border: fj

iiiii		
ii	"Holiness becometh Thine house,	ii
ii	O Lord, forever."	ii
ii		ii
ii	July 30, 1938	ii
ii		ii
ii	ORDER OF MORNING SERVICE	ii
ii		ii
ii	Organ Prelude.....Mrs. Vera Johnson	ii
ii	Processional.....Choir	ii
ii	The Lord's Prayer.....Congregation	ii
ii	Opening Hymn.....No. 327	ii
ii	Prayer.....W. E. Powers	ii
ii	Offering.....Local Needs	ii
ii	Offertory Prayer.....E. C. Chapman	ii
ii	Special Music.....	ii
ii	Sermon.....Pastor C. R. Gibbs	ii
ii	Closing Hymn.....No. 677	ii
ii	Benediction.....F. D. Gauterau	ii
ii	Final Reverence..Congregation Standing	ii
ii	Postlude.....Mrs. Vera Johnson	ii
ii		ii
ii	THOUGHT FOR TODAY	ii
ii	"Unless there is within us that which	ii
ii	is above us, we shall soon yield to	ii
ii	that which is about us." -- Selected.	ii
ii		ii
iiiii		

Formula for border: i"

Single side borders would do as well.

BE SWIFT, DEAR HEART--

Be swift, dear heart, in loving--
For time is brief,
And thou may'st soon, along life's highway,
Keep step with grief.

Be swift, dear heart, in saying
The kindly word.
When ears are sealed your passionate pleading
Will not be heard.

Be swift, dear heart, in doing
The gracious deed,
Lest soon they, whom thou holdest dearest,
Be past the need.

Be swift, dear heart, in loving!
Time speedeth on;
And all the chance of blessed service
Will soon be gone.

--Author Unknown

--Author Unknown

- 58 -

=====

**

MARRIED LIFE

Some people like to think of men as awful cads--
I like to think of them as pals, and then again as dads,
To work and dream together, oh, it's worth the freedom given,
For work and dreams and children are the nearest things to Heaven.

I know careers are wonderful, but something seems to lack,
The past has no fond memories, the future seems so black,
The years with none to care slip by in dull, relentless flight.
Oh, let me feel the cling of hands and steps to lead aright.

'Tis fine to live in single bliss and have your own sweet way,
About the tenor of your life and work from day to day--
To sleep at night so undisturbed by children's cry and fret--
But those who live that way don't know the half of living yet.

So it's love for me and home for me, a married life I choose,
It may have many ups and downs, but I don't have the blues;
'Tis a life of give and take, I know, with a chance for sorrow too,
But the future is full of promise, and I think it's great, don't you?

--Author Unknown

**

=====

Upper border: o?-_

Lower border: o?-_U?_



M O T H E R

If I ever do anything splendid,
If I ever am noble and true,
'Twill be because you, Dear Mother,
Loved me and helped me through;

For you give me the real inspiration
To measure up and to be
More worthy of all your goodness
And your wonderful faith in me.

--Selected



Borders Nos. 57 and 90

Note: The above shows how, by careful maneuvering, the lower border can usually be made without inverting the paper. Of course the platen must be turned to the proper positions.

Formula for border: oz

Formula: $\frac{1}{2}$:

Inner border: -*":

-62-

UNFINISHED BUSINESS

I TEACH my child and I tell other children of all ages-- pre-school, in school, in college, and out: That nothing is done, finally and right.

That all the world is theirs, all of it. It is full of all sorts of things for them to find out and do, or do over and do right. And they eat up the good news. They are glad, as I am, that there is something left for them to discover and say and do. Something? There is everything for youth to take over, and it is an inspiration for them to learn.

That we have not now and never have had a good government; that no business is or ever has been built, managed or financed, as it should be.

That what is true of business and politics is gloriously true of the professions, the arts and crafts, the sciences. That the best picture has not yet been painted; the greatest poem is still unsung; the mightiest novel to be written; the divinest music has not been conceived.

When my little boy was an infant his body was inclined to stoop and his mind could easily have developed an inferiority complex. As I began to show him that I and the other big people about him were not so big as we looked, and that in the failures of men and women are opportunities open to boys and girls for a full life, his spine straightened and his shoulders braced back with confident poise.

One evening I took him to hear me address an audience and afterwards answer questions. On the way home he whispered a question that had evidently been in his mind all evening.

"Daddy," he said, "why do people listen to you and ask you questions? Don't they know you don't know anything?" "No," I answered. "You and I are the only ones who know that and, more, we are about the only people on earth who really know that we don't really know anything. Almost everybody else is sure he knows--what is not so."

--Lincoln Steffins (Condensed from The Reader's Digest)

-64-

BE STRONG!

Be strong!
We are not here to play--to dream, to drift.
We have hard work to do and loads to lift.
Shun not the struggle--face it; 'tis God's gift.

Be strong!
Say not the days are evil. Who's to blame?
And fold the hands and acquiesce--O shame!
Stand up, speak out, and bravely, in God's name.

Be strong!
It matters not how deep intrenched the wrong,
How hard the battle goes, the day how long;
Faint not--fight on! Tomorrow comes the song.

Maltbie D. Babcock, D. D.

Formula for border: OB

"God reigns, and the Government at Washington still lives!"

Formula for border: GM

When You Bank with
BANK OF AMERICA...

--you are contributing to the
development of all California.
By distribution of its funds
through 478 branches, Bank of
America acts as a stabilizing
factor to the entire State.
Industrial expansion and pros-
perity follow in the wake of
adequate, timely financing.

31 Branches in Oakland

BANK OF AMERICA

Formula for border: @%

Note: The square middle portion illus-
trates the Squared Indention.

SEASON'S GREETINGS

Memory brings back "Home, Sweet Home"
And all the friends so true,
Whose loving hearts made "Home, Sweet Home"
The dearest place we knew.

And may these golden gifts be yours
Wherever you may roam--
The happiness of faithful friends--
The joy of "Home, Sweet Home."

--Selected

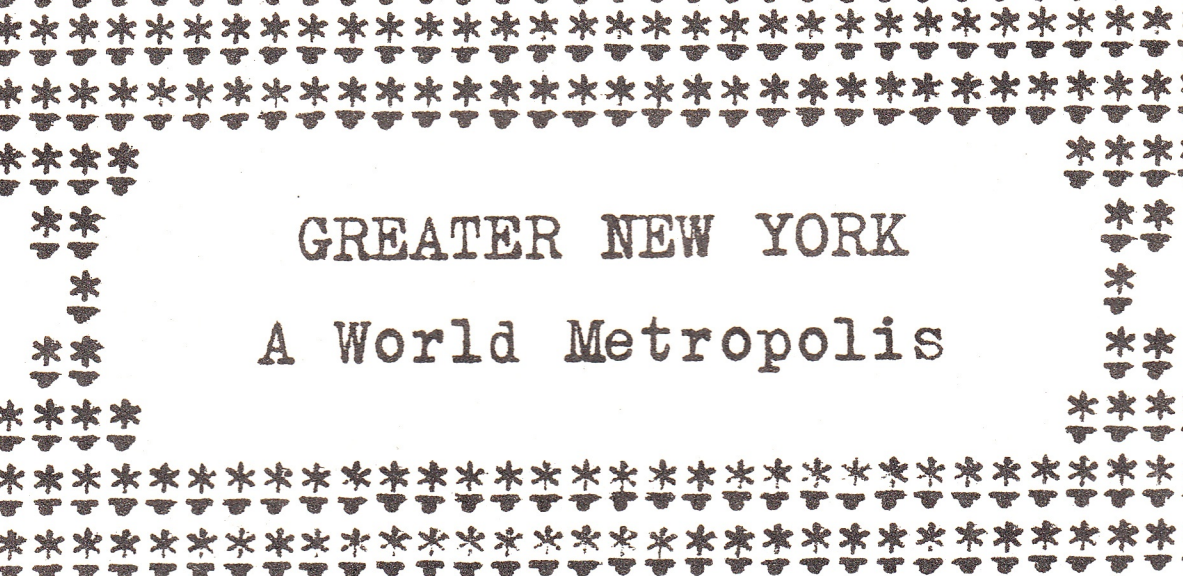
Formula for border: *- . I

Footprints, that perhaps another,
Sailing o'er life's solemn main,
A forlorn and shipwrecked brother,
Seeing, shall take heart again.

Formula: $o^1 \quad o^*:-$

* * * * *

-67-



GREATER NEW YORK

A World Metropolis

THE GOLDEN GATE is a deep,
narrow passage of water
connecting San Francisco
Bay with the Pacific Ocean.

Formula for border: A_{-V} :

```

*****
**
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**
***
*** **
***   ***
****     ****
      THE          ****
    *****        *****
  *****            *****
***** ROYAL PALM *****
*****              *****
*****             *****
    ***** HOTEL *****
      *****           *****
        *****         *****
          *****       *****
            *****     *****
              *****   *****
                *****
*****

```

Formula for palm tree: I^*

THIS SCHOOL EXPECTS--

Loyalty
Courtesy
Obedience
Punctuality
Studiousness

--AND CO-OPERATION

THIS SCHOOL EXPECTS--

Loyalty
Courtesy
Obedience
Punctuality
Studiousness

--AND CO-OPERATION

This Market
 invites suggestions
 and criticisms.

Address Market Management

Formula: OS:

Relieves N
I
A
P Promptly

Formula: us

10	<u>AMERICAN EMBLEM</u>	10
	"France has her lily, England her rose; Everybody knows where the shamrock grows.	
	Scotland has its thistle growing on a hill, But the American emblem is a Ten Dollar Bill!"	
10		10

"To Fail to
Prepare
- is -
To Prepare to
Fail"

TROUBLES

IF YOU talk about your troubles
And tell them o'er and o'er,
The world will think you like 'em
And proceed to give you more.

--Pittsburgh Post

Vertical strokes:)(

$$\begin{array}{r} \text{H} \\ \hline \text{H} \quad \text{H} \\ \hline \text{H} \end{array}$$

" 'Tis a little journey
Soon gone by--
Let's be friends together
Ere we die!"

$$\begin{array}{r} \text{H} \\ \hline \text{H} \quad \text{H} \\ \hline \text{H} \end{array}$$

Lower border: AO_@:

TO BE ALLURING
..BE ALIVE!..
-
EAT
WHOLE WHEAT BREAD

ID you ever notice how
 completely a calm an-
 swer takes the wind out of
 the sails of one who has
 been harsh and abusive?"

Formula: v'
Note: The quotation mark is omitted before a large initial letter.

THE REST CURE WORKS

From HEALTH Magazine

A BRILLIANT resident of my town was on the verge of a nervous breakdown. He went to a specialist. The doctor's prescription was: "Go home Saturday at noon, and go to bed. Stay there. You may read if you like. Eat little, and stay in bed until Monday morning."

With no medicine or diet or treatment of any kind, the man made a full recovery.

Sir Henry Lucy, in his memoirs of English social life, tells of a certain "Lady A.," a high-speed dowager, whose vitality was the wonder of London. He says:

"Among stories told to account for her phenomenal vivacity is one to the effect that on a day of each week she remained through the twenty-four hours in bed in a darkened room shuttered from noise. Here she renewed her youth like the eagle."

A large part of the present troubles of the world arises from the fact that its affairs are being conducted by tired men. Statesmen lack the punch that comes from fresh nerves. Business executives are so worn out with conferring that they can no longer act.

Wise old Talleyrand, when he was confronted with problems so complex that he could see no solution, used to give out word that he was "in conference"; whereupon he would go to bed. When he decided to get up again, he usually found that some of the problems had settled themselves. And all the rest looked easier.

So I pass on this hint. It is a good one. I have tried it myself. -- Bruce Barton, in New York Herald Tribune.

A MORNING PRAYER

THE day returns and brings us the
petty round of irritating con-
cerns and duties. Help us to
play the man. Help us to perform
them with laughter and kind faces.
Let cheerfulness abound with industry.
Give us to go blithely on our busi-
ness all this day. Bring us to our
resting beds weary and content and un-
dishonored, and grant us in the end
the gift of sleep.

--Robert Louis Stevenson

--Robert Louis Stevenson

FROM THANATOPSIS

** SO LIVE that when thy summons comes to join
** The innumerable caravan, that moves
** To the pale realms of shade, where each shall take
** His chamber in the silent halls of death,
** Thou go not, like the quarry slave at night
** Scourged to his dungeon, but sustained and soothed
** By an unfaltering trust, approach thy grave
** Like one who wraps the drapery of his couch
** About him, and lies down to pleasant dreams.

--William Cullen Bryant

--William Cullen Bryant

PEACE ON EARTH

LET THERE BE LIGHT

Formula: 8*

LIVE AND LEARN

ॐ नमो भगवते वासुदेवाय ॥

HOMeward BOUND

U U U U U U U U U U U U U U U

Formula: $-U'$

 GOD BLESS OUR HOME

XX GOD BLESS OUR HOME XX
 HH

































































































Formula: $-x$:

BREAK OF DAY

5555555555555555

Formula: -5" :-

So live that the minister
who officiates at your funeral
will not be unduly embarrassed
--Oakland Tribune

.....

Upper border: 0V
Lower border: A0

0000000000 THANKS we acknowledge receipt of your re-
0 WITH 0 mittance. We bow to the man who pays his
0 0 bills promptly. He lubricates the wheels
0000000000 of commerce and keeps industry humming.
0 0 We appreciate your patronage and trust
0 0 our service will merit a continuance of
0000000000 our cordial relations.

000

THE VILLAGE MOTORSMITH

Under a spreading chestnut tree
A stubborn auto stands:
The smith an angry man is he
With trouble on his hands.
The carburetor seems to be
The cause of all his woe;
He tightens half a dozen bolts,
But still it doesn't go.
He sits beside the road to give
His brain a chance to cool,
And ponders on his training at
The correspondence school.
And then he starts his job once more,
And just by chance 'tis seen
The cause of all his trouble is
He's out of gasoline.

--Anonymous

-74-

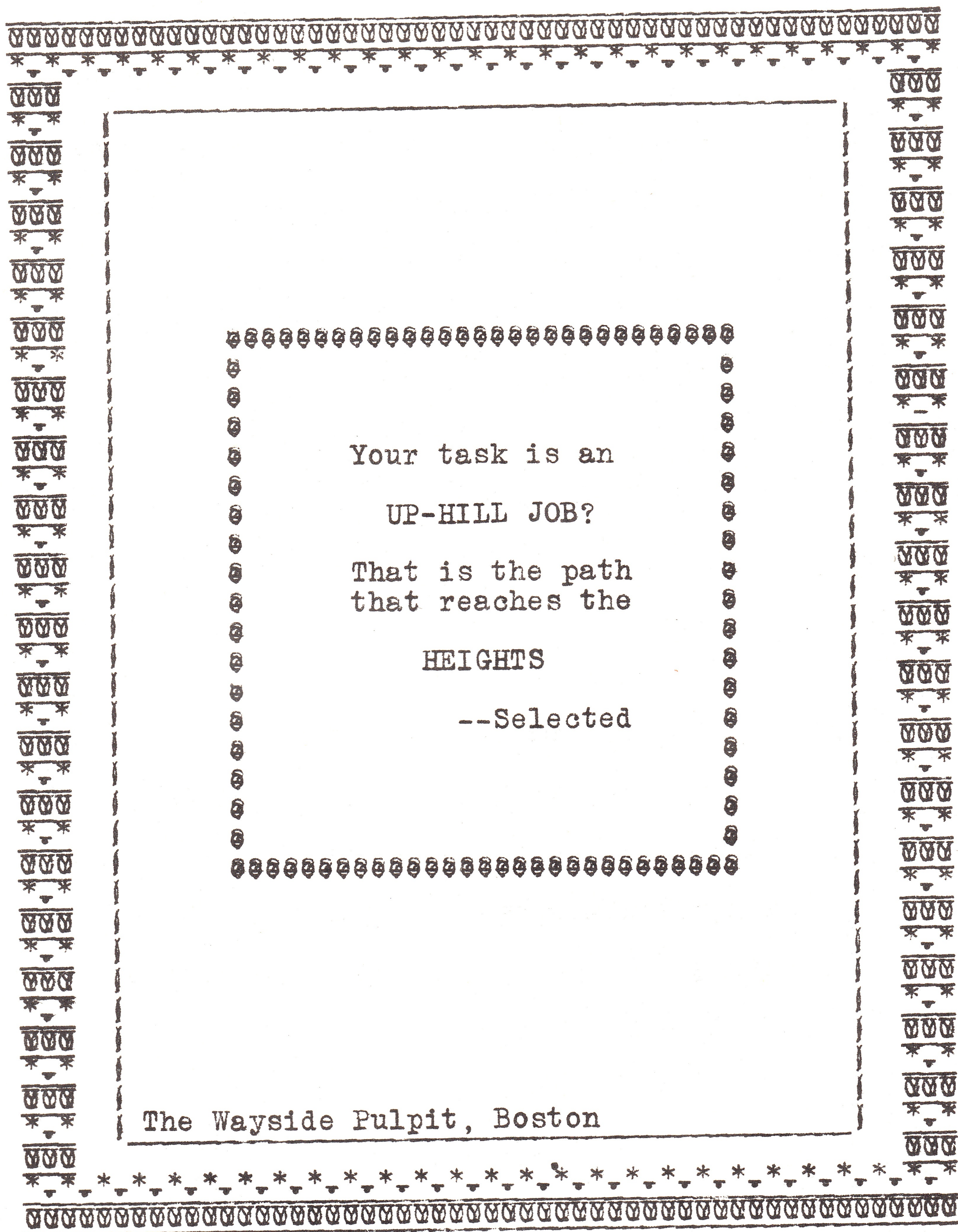
ADDRESS AT GETTYSBURG

**** FOURSORE and seven years ago our fathers
**** brought forth on this continent a new na-
**** tion, conceived in liberty and dedicated
to the proposition that all men are created
equal. Now we are engaged in a great civil war,
testing whether that nation, or any nation so
conceived and so dedicated can long endure. We
have come to dedicate a portion of that field as
a final resting place for those who here gave
their lives that that nation might live. It is
altogether fitting and proper that we should do
this. But in a larger sense we cannot dedicate,
we cannot consecrate, we cannot hallow this ground.
The brave men, living and dead, who struggled
here have consecrated it far above our power to
add or detract. The world will little note nor
long remember what we say here, but it can never
forget what they did here. It is for us, the
living, rather to be dedicated here to the un-
finished work which they who fought here have
thus far so nobly advanced. It is rather for us
to be here dedicated to the great task remaining
before us, that from these honored dead we take
increased devotion to that cause for which they
gave the last full measure of devotion; that we
here highly resolve that these dead shall not
have died in vain; that this nation, under God,
shall have a new birth of freedom, and that gov-
ernment of the people, by the people, for the
people, shall not perish from the earth.

Address of President Lincoln at Gettysburg,
November 19, 1863.

Formula for border: %*-. _

This border is too heavy for general use.
But to surround a solid mass of matter--es-
pecially a stately subject like the Gettysburg
Address -- it is ideal.



Your task is an

UP-HILL JOB?

That is the path
that reaches the

HEIGHTS

--Selected

The Wayside Pulpit, Boston

Outer border: Nos. 134 and 35
Inner border: No. 88

**** THESE SIX THINGS
**** doth the Lord hate:
**** yea, seven are an
abomination unto Him:

A proud look, a lying
tongue, and hands that
shed innocent blood,

An heart that devis-
eth wicked imaginations,
feet that be swift in
running to mischief,

A false witness that
speaketh lies, and he
that soweth discord a-
mong brethren.

Proverbs 6:16-19

SIMPLE DESIGNS

HAVING invited attention to possibilities in the way of ornate embellishments, covering subjects which are well suited to fancy borders, we must not neglect to refer to another trend in printing which is, if we may so term it, ultra-modern.

The printer, in his daily work, is striving more and more for simplicity.

It is surprising to see the variety of beauty which he has been able to achieve with nothing but the straight line.

The designs in this section are simple in the extreme, yet they display good taste and are highly artistic.

Printers employ the Squared Indention a great deal in this type of work.



ORNAMENTAL
TYPEWRITING

AN ATTEMPT TO APPLY THE
PRINCIPLES OF ART TO THE
PRACTICE OF TYPEWRITING

H

By
GEORGE A. FLANAGAN

H

THE GREGG PUBLISHING COMPANY
NEW YORK

FALLING IN LOVE

Calls for Romantic Symbols...
tokens of an everlasting part-
nership. Your Diamond Ensemble
that you buy at KAY'S is Bonded
too...your assurance of true
value always. Make your selec-
tion from exclusive designs
priced to suit.

ONE YEAR TO PAY

Note how the top line to left and bottom
line to right balance each other.

Universal Brand

C A R B O N P A P E R

H i g h e s t Q u a l i t y

N o n - S m u t t i n g

Makes Clean
Sharp Copies

FOR OFFICE, SCHOOL AND HOME

Note: When there are spaces between letters,
space is also required between the lines
to improve legibility.

Book Cover Design

A P P L I E D

S E C R E T A R I A L

P R A C T I C E

Making

Yourself

Indispensable

SoRELLE and GREGG

GREGG PUBLISHING COMPANY

THE
 INLAND
 PRINTER
 MAY
 1938
 CLEVELAND

TEN
 OUTSTANDING BOOKS
 of Vital Importance
 THAT SHOULD BE
 IN YOUR LIBRARY

~~~~~  
 The  
 BAND  
 Plays  
 An Important Part  
 ON YOUR HAT  
 --  
 Come in and have a  
 Fresh Band  
 Put on  
 WHILE YOU WAIT  
 ~~~~~  
 ~~~~~

|||  
 REAL  
 ESTATE  
 |||  
 By William J. Grange  
 Member of New York Bar  
 |||  
 A Practical Guide  
 to Ownership, Trans-  
 fer, Mortgaging and  
 Leasing of Real  
 Property . . .  
 |||  
 The Ronald Press Company  
 New York  
 |||



---

## SOCIAL QUESTIONS ANSWERED

By Arthur W. Spalding

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### REPLIES TO HEALTH QUERIES . . . . .

. . . Medical and hygienic information of value to the general reader is given here by Owen S. Parrett, M. D.

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### NEWSOGRAPHS . . . . .

By Charles G. Bellah

- The Ten Commandments are carved in the solid granite of a mountain near Ashburton, England.
- An ancient cobbler's lamp used in France before the advent of the kerosene, gas or electric light, was an ordinary candle burned in the center, its light magnified by its passage through four globes of water.
- One of the smallest parks in the United States is in Salem, Oregon. It is ten by fifteen feet, and contains one tall California sequoia tree.

--The Watchman Magazine

---

Formula for ●: Oz':-s  
" " { : ( )



I VERY position that is now  
I filled will be vacant  
some day. More than half  
of them will be seeking an  
occupant within five years.  
Which position are you pre-  
pared to fill?

I

Simple designs are always in good taste.

I

#### M A N U F A C T U R I N G

##### 765 Metropolitan Oakland Factories

employ more than 20,000 factory workers. More  
than \$500,000 worth of goods is manufactured  
every working day. Metropolitan Oakland is the  
third ranking Industrial Center in the West.

- OAKLAND CHAMBER OF COMMERCE -



H E A L T H

Vol. 5                      AUGUST, 1938                      No. 8

P u b l i s h e d   M o n t h l y   b y

THE PACIFIC PRESS  
P U B L I S H I N G  
A S S O C I A T I O N \*

M o u n t a i n   V I E W,   C a l i f. \*\*

\* Note the CIA, unspaced, above. Typists should resort to such dissimilarity only under stress of the direst necessity, and then only in the middle of a word. We do this here to illustrate the Squared Indention.

\*\* Names of states should be spelled in full wherever practicable.

These three explanatory paragraphs illustrate the Hanging Indention.

T H E   F A M I L Y   C I R C L E

÷   Circulation This Issue More Than 1,477,000   ÷

|                |                    |                   |
|----------------|--------------------|-------------------|
| HARRY H. EVANS | JULIA LEE WRIGHT   | JAN C. MAYER      |
| Editor         | Director           | R. R. ENDICOTT    |
|                | Homemakers' Bureau | Associate Editors |

÷   All Advertised Products Guaranteed   ÷  
÷   All Recipes Kitchen Tested   ÷



☒ . . . . . ☒  
 .  
 . "As the old birds  
 . sing, so the young  
 . ones twitter."  
 .  
 ☒ . . . . . ☒  
 Corner ornaments: OX

H-----H  
 | SCHOOL |||  
 | || SUPPLIES  
 |  
 H-----H  
 Corner ornaments: HO

┌──────────────────┐  
 │ WE TAKE THE IRK ── │  
 │ OUT OF LAUNDRY WORK │  
 │ ─────────────────── │  
 └──────────────────┘  
 Corner ornaments: ox

┌──────────────────────────────────┐  
 │ F INSTER & H ENDERSON │  
 │ U R N I T U R E H E A D Q U A R T E R S │  
 └──────────────────────────────────┘

SPECIAL...  
 ... S H E R B E T ...  
 ...LOGANBERRY

The objection to above design is that paper must be shifted to type the diagonal line.

I HAVE  
 GIVEN  
 1 9 3 8  
 HAVE  
 YOU?  
 COMMUNITY CHEST  
 Oakland, Emeryville  
 Piedmont, San Leandro



V COMING NEXT WEEK \_\_\_\_\_ O

How Can Liberty Be Preserved? - The Editor  
Gold Digging at Home - - - J. L. Shuler  
Can We Believe in Miracles? - Murl Vance  
The Greatest Name in History R.F.Cottrell  
Dugout or Mansion? - - - - - A. R. Ogden  
Each After His Kind - - - Harold W. Clark

Note: Platen is shifted to make the horizontal lines.

WE ANNOUNCE

the purchase of the entire business of the Western Timber Company and that now we can offer builders unlimited varieties of seasoned woods at exceptional prices

GANS' LUMBER YARD  
Portland, Oregon



TASTY VEGETABLE  
RECIPES

With Suggestions on  
Cooking Legumes

By  
Jennie L. Stagg

..

WEBSTER STREET  
5 & 10 CENT STORE

A  
COURSE  
IN  
HOME ECONOMICS

AT THE  
Y. W. C. A.

- MOTORISTS -  
ATTENTION!

-  
GRAND DISPLAY  
OF

1 9 3 8

STREAM-  
LINED AUTOS

-  
AT THE CITY AUDITORIUM  
ARENA

-  
THURSDAY  
OCTOBER 28TH



An Unusual Opportunity

FOR A YOUNG MAN  
"On His Way Up"

\*\*\*

One of the largest and best-known drug manufacturers is looking for a young man to act as assistant to the chief executive officer. The qualifications for this position are:

1. Knowledge of the drug business.
2. A record for executive ability.
3. Sales management experience.

\*\*\*

This opportunity is as big as the man who gets it can make it.

Address--

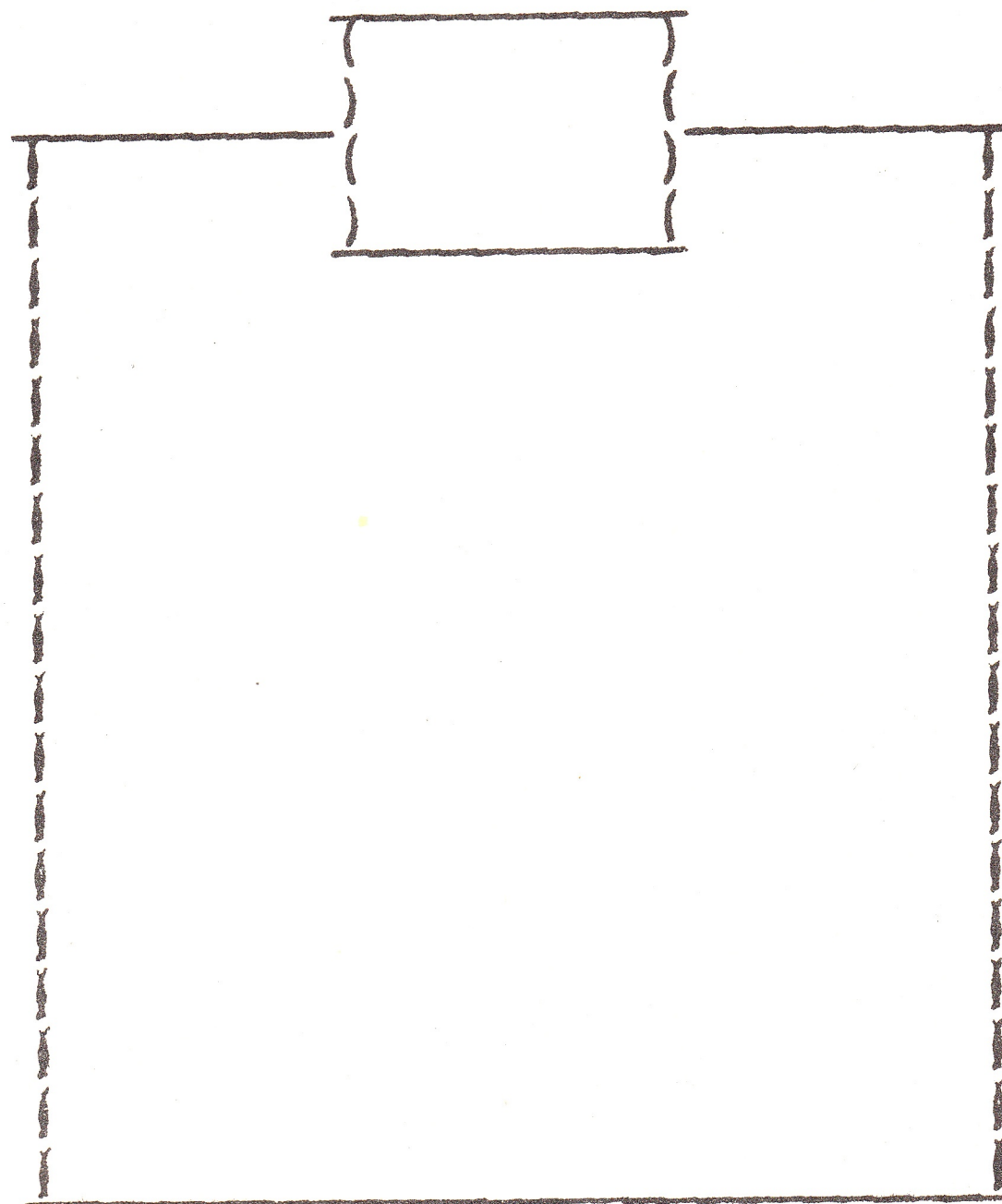
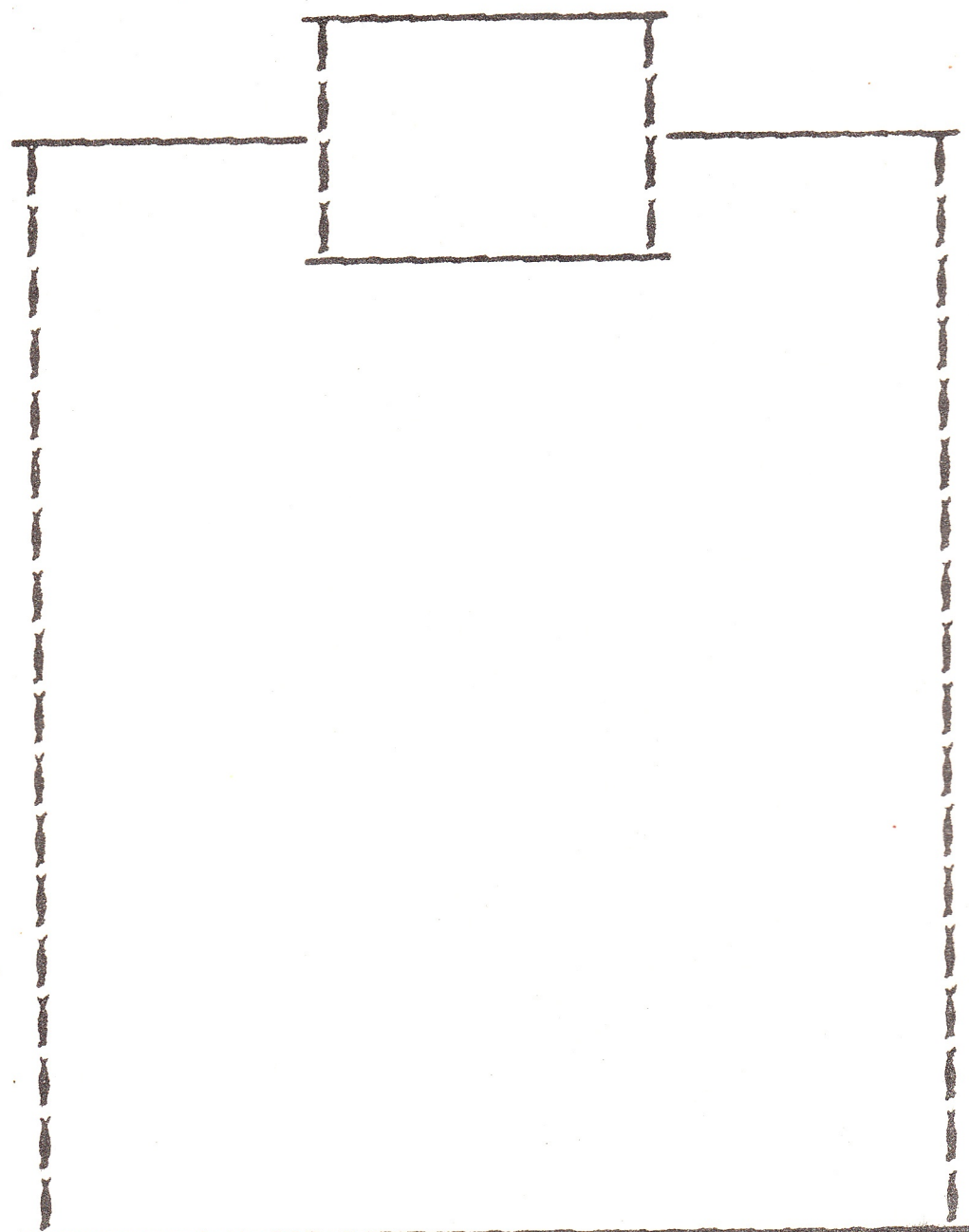
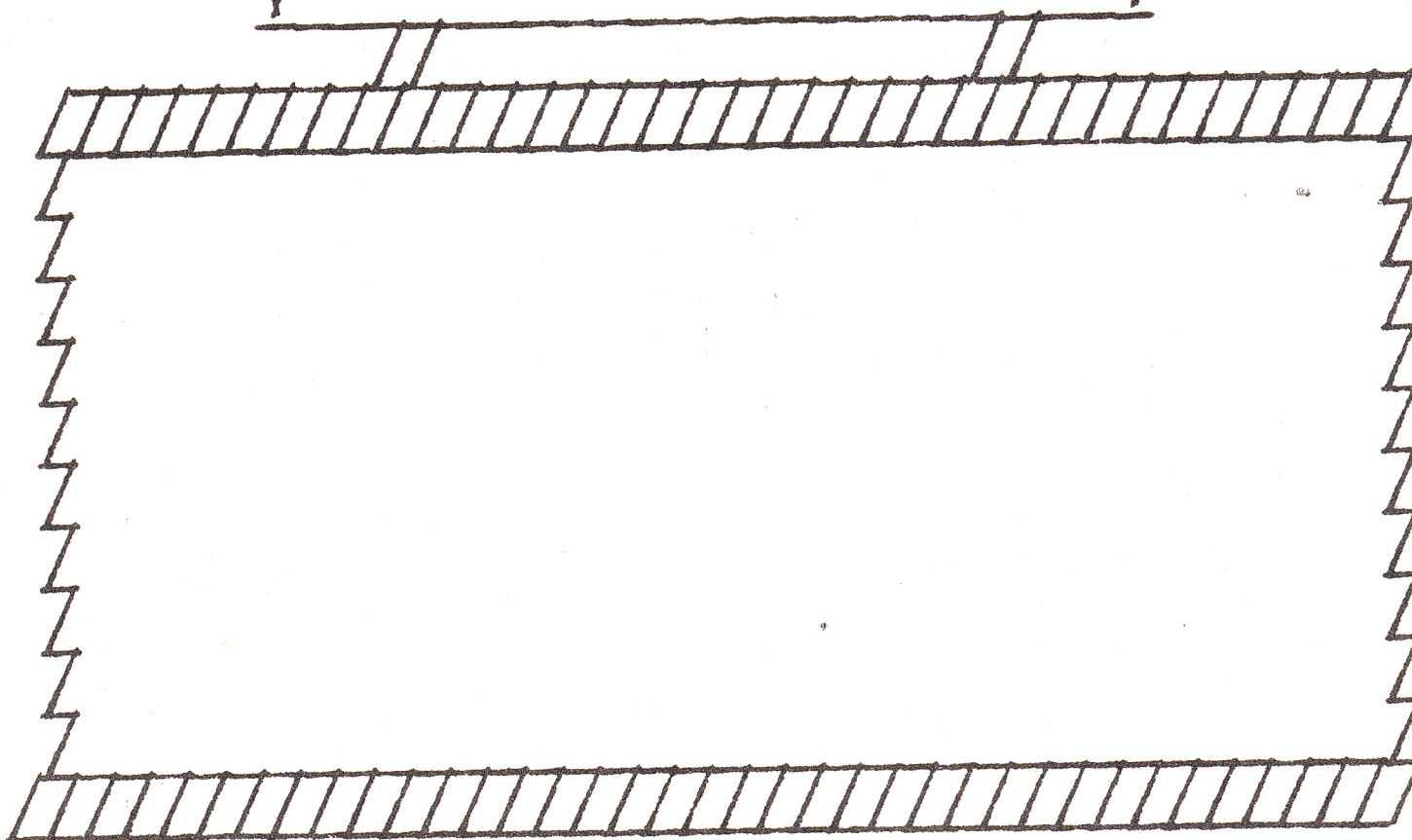
Acme Drug Corporation  
000 State Street  
Chicago, Illinois



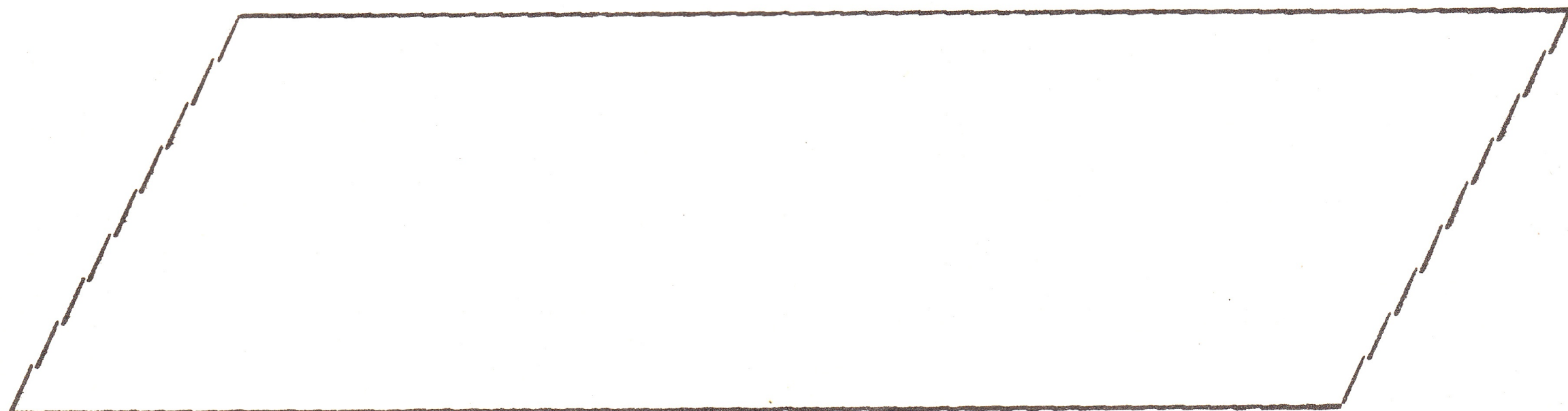
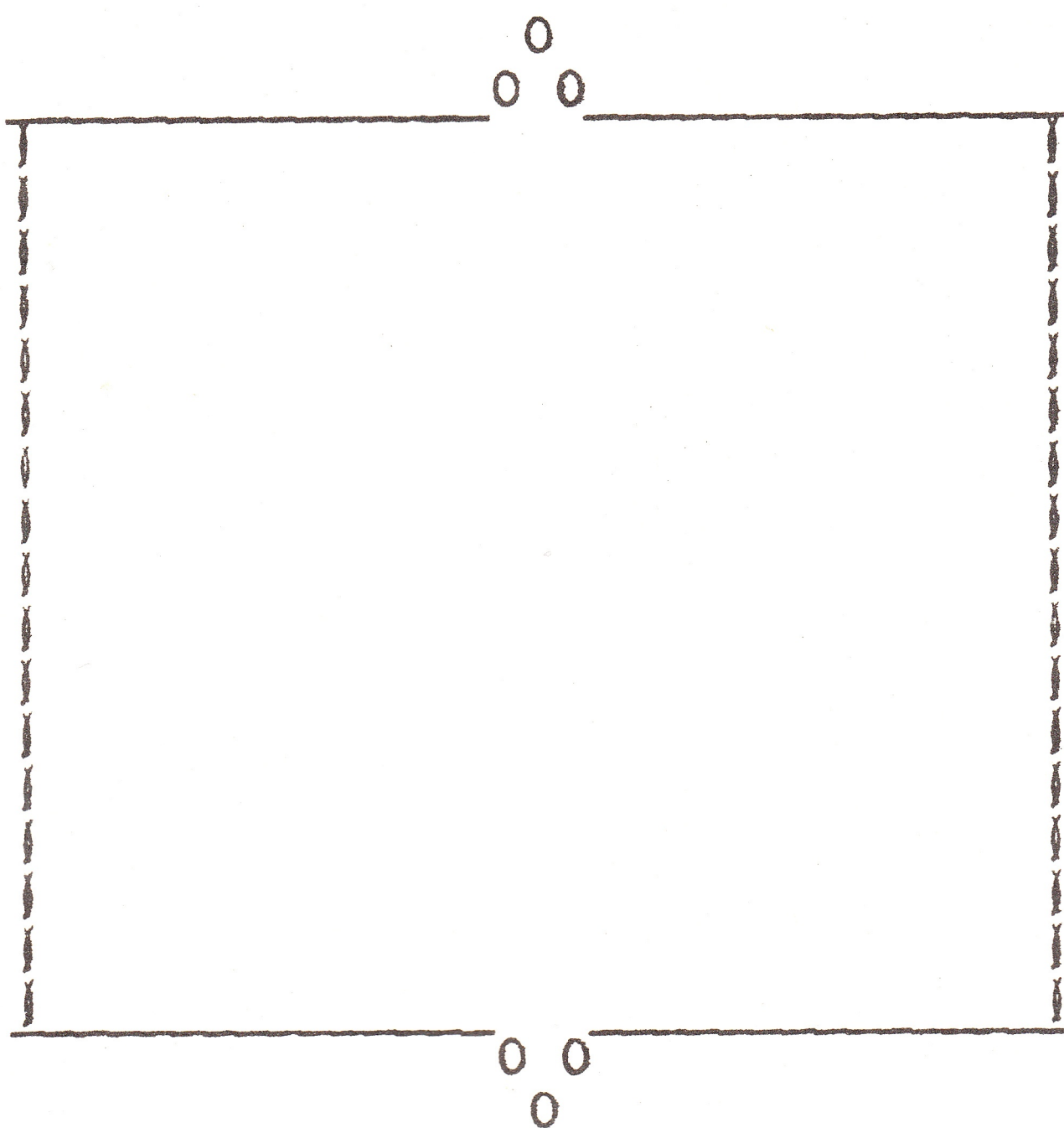
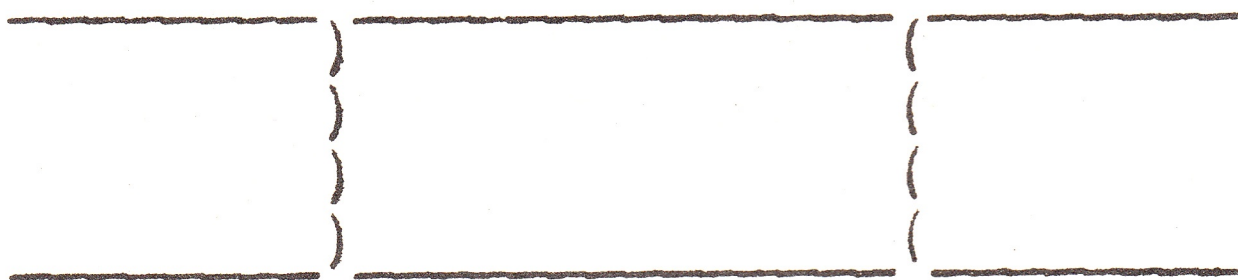
C\*R\*E\*A\*M   S\*O\*D\*A   C\*R\*A\*C\*K\*E\*R\*S

VALUABLE PRIZES

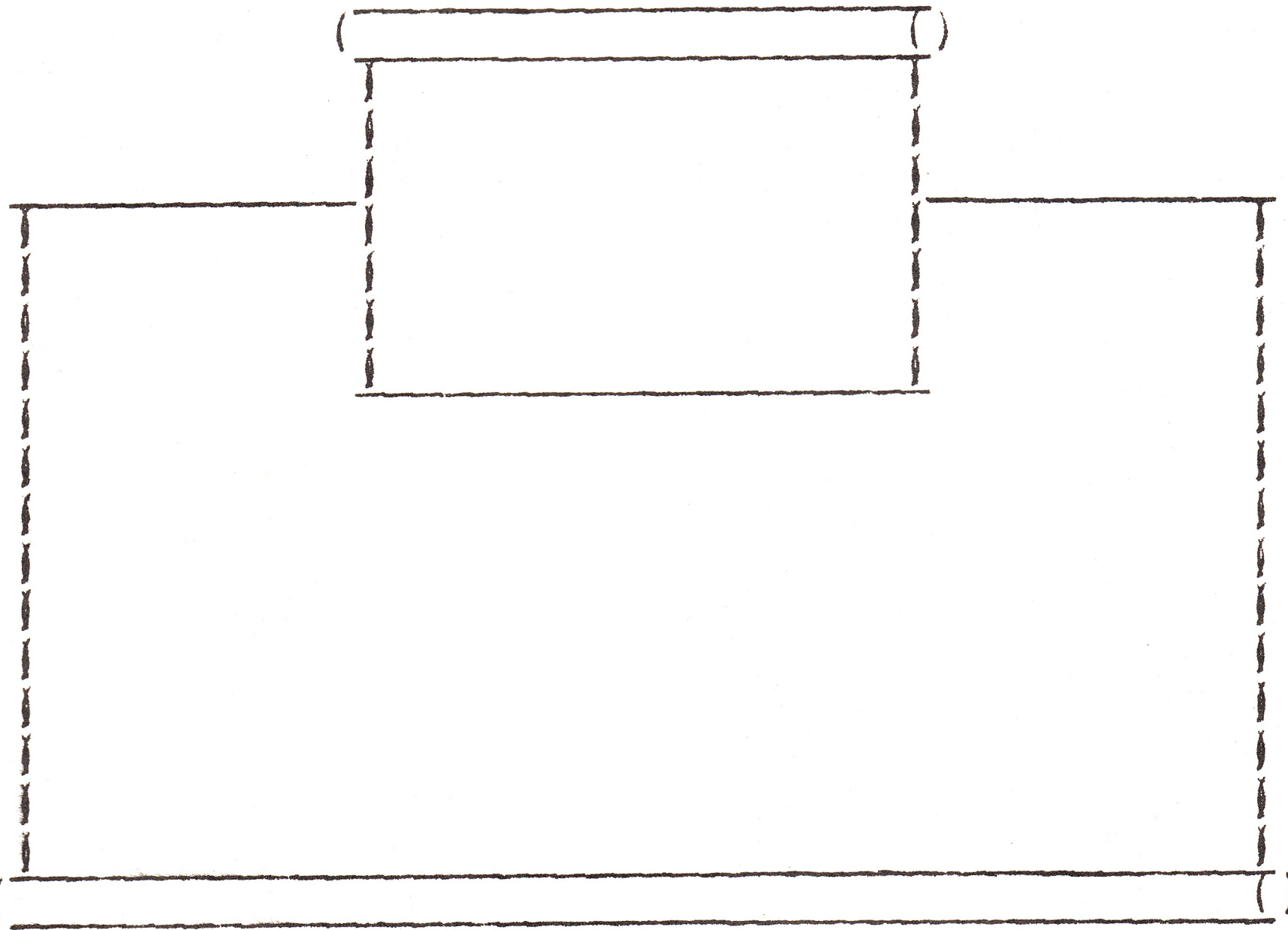
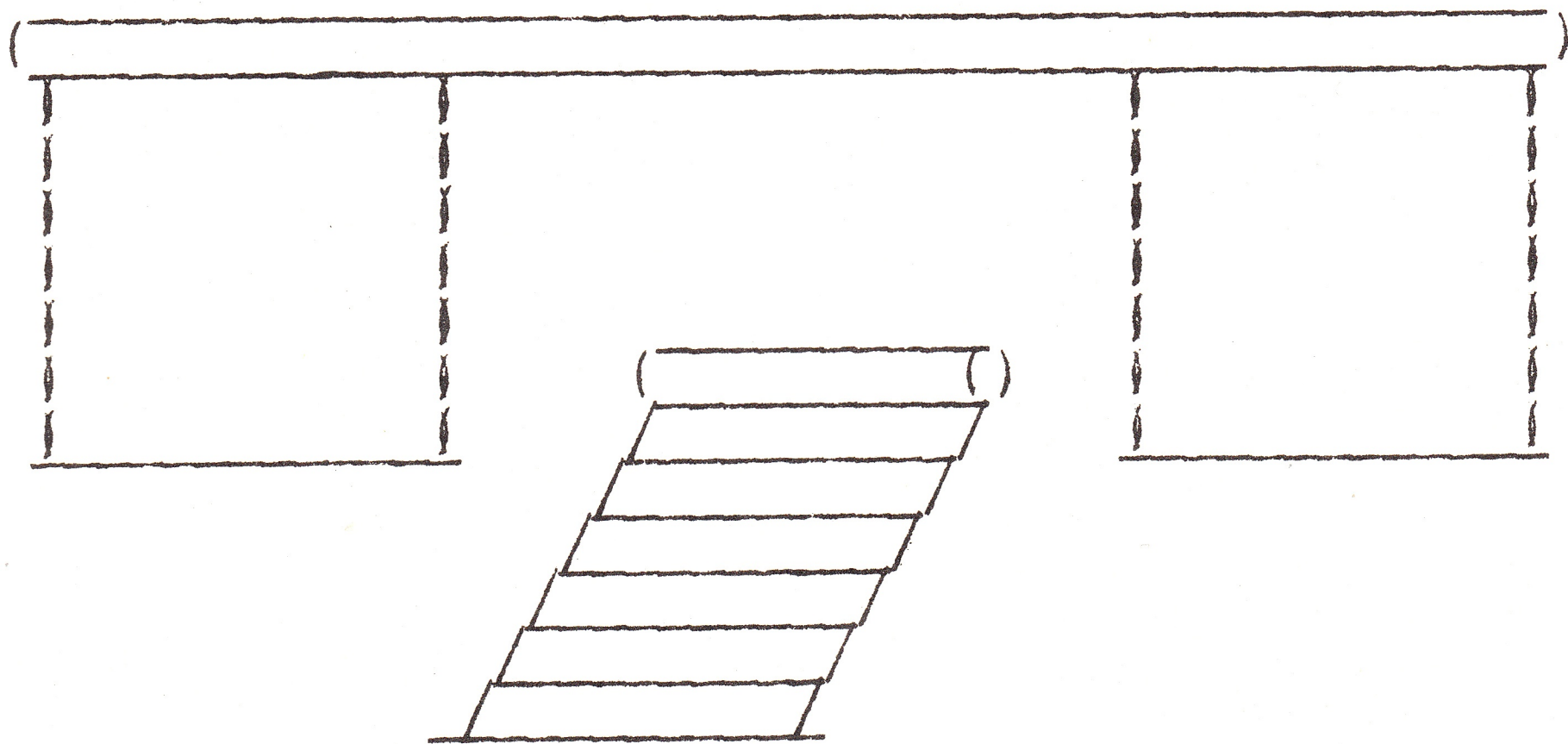
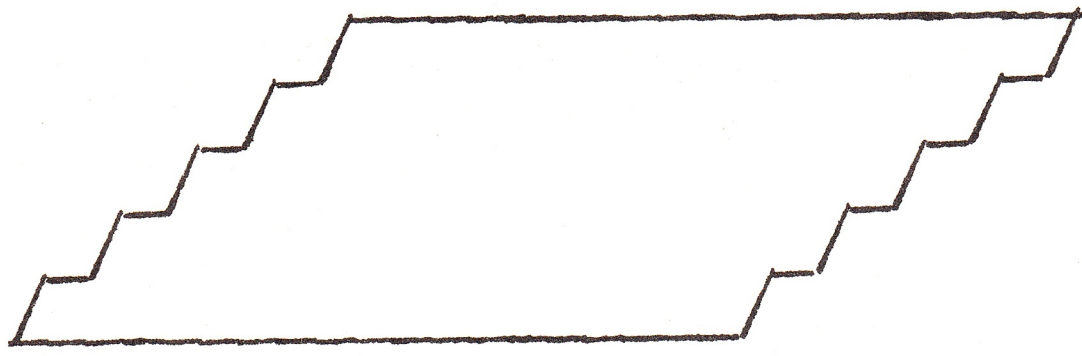
Here Are the Rules













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THE CALIFORNIA ASSOCIATION OF FLORISTS

Extends a cordial invitation to the public to visit the Annual Exhibition of tropical flowers, shrubs and cacti, Wednesday, Thursday and Friday of this week.

The Exhibition will be held in the City Auditorium.

Kindly present this card at door.

0 0  
0

Note: If this were mimeographed, floral and cactus designs would be in order -- traced on the stencil, of course, with a stylus.



---

MY MOTHER

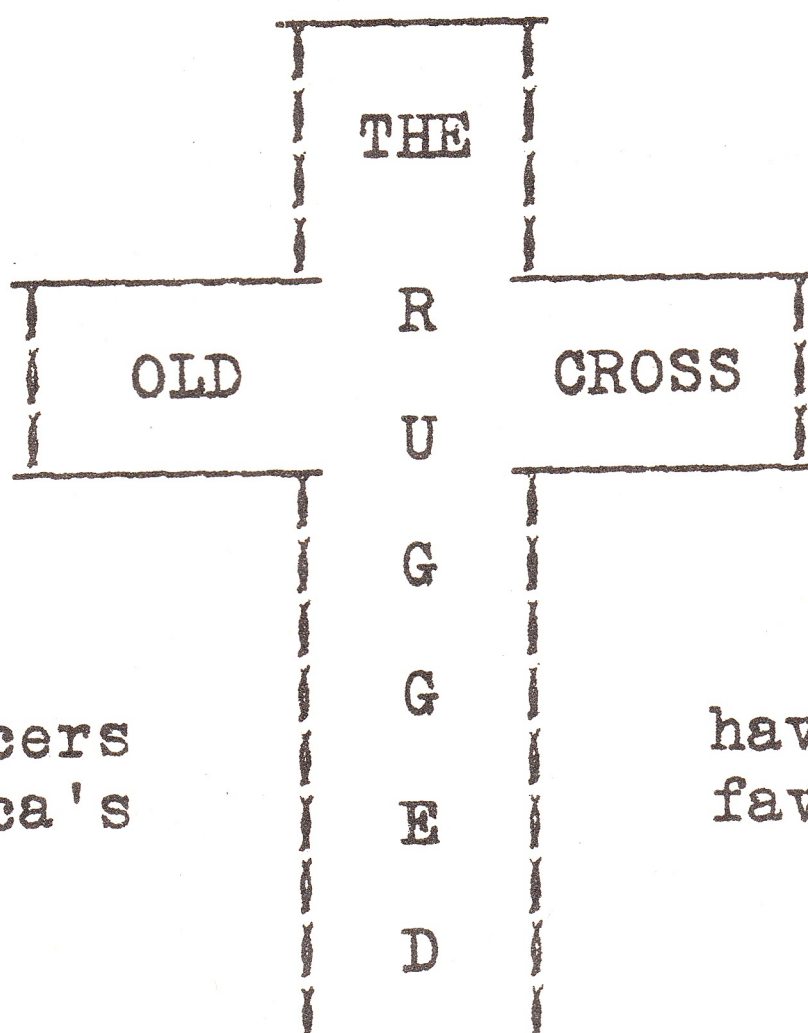
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If I were asked to give a thought which  
in one word would speak  
A unity of brotherhood, a sympathy complete,  
A hundred happy, cheery ways, a mind that  
knows its own,  
Contented midst a throng of folk, yet peaceful  
when alone,  
A heart that sheds its silent glow, to brighten  
many another,  
Without a moment of delay, I'd say, "You mean  
my mother."

--Author Unknown

(\*)  
I





Radio announcers  
this is America's

have stated that  
favorite hymn.

\*\*\*\*\* A HILL far away stood an old rugged cross,  
\* ON \* The emblem of suff'ring and shame,  
\* \* And I love that old cross where the dearest and  
\*\*\*\*\* best  
For a world of lost sinners was slain.

#### Chorus

So I'll cherish the old rugged cross,  
Till my trophies at last I lay down;  
I will cling to the old rugged cross,  
And exchange it some day for a crown.

Oh, that old rugged cross, so despised by the world,  
Has a wondrous attraction for me,  
For the dear Lamb of God left His glory above,  
To bear it to dark Calvary.

In the old rugged cross, stained with blood so divine,  
A wondrous beauty I see;  
For 'twas on that old cross Jesus suffered and died,  
To pardon and sanctify me.

To the old rugged cross I will ever be true,  
Its shame and reproach gladly bear;  
Then He'll call me some day to a home far away,  
Where His glory forever I'll share.





### PATRIOTISM

Breathes there the man with soul so dead,  
Who never to himself hath said:  
"This is my own, my native land!"  
Whose heart hath ne'er within him burned,  
As home his footsteps he hath turned  
From wandering on a foreign strand?  
If such there breathe, go, mark him well;  
For him no minstrel raptures swell;  
High though his titles, proud his name,  
Boundless his wealth as wish could claim;  
Despite those titles, power and pelf,  
The wretch, concentered all in self,  
Living, shall forfeit fair renown,  
And, doubly dying, shall go down  
To the vile dust from whence he sprung,  
Unwept, unhonored, and unsung.

--Sir Walter Scott

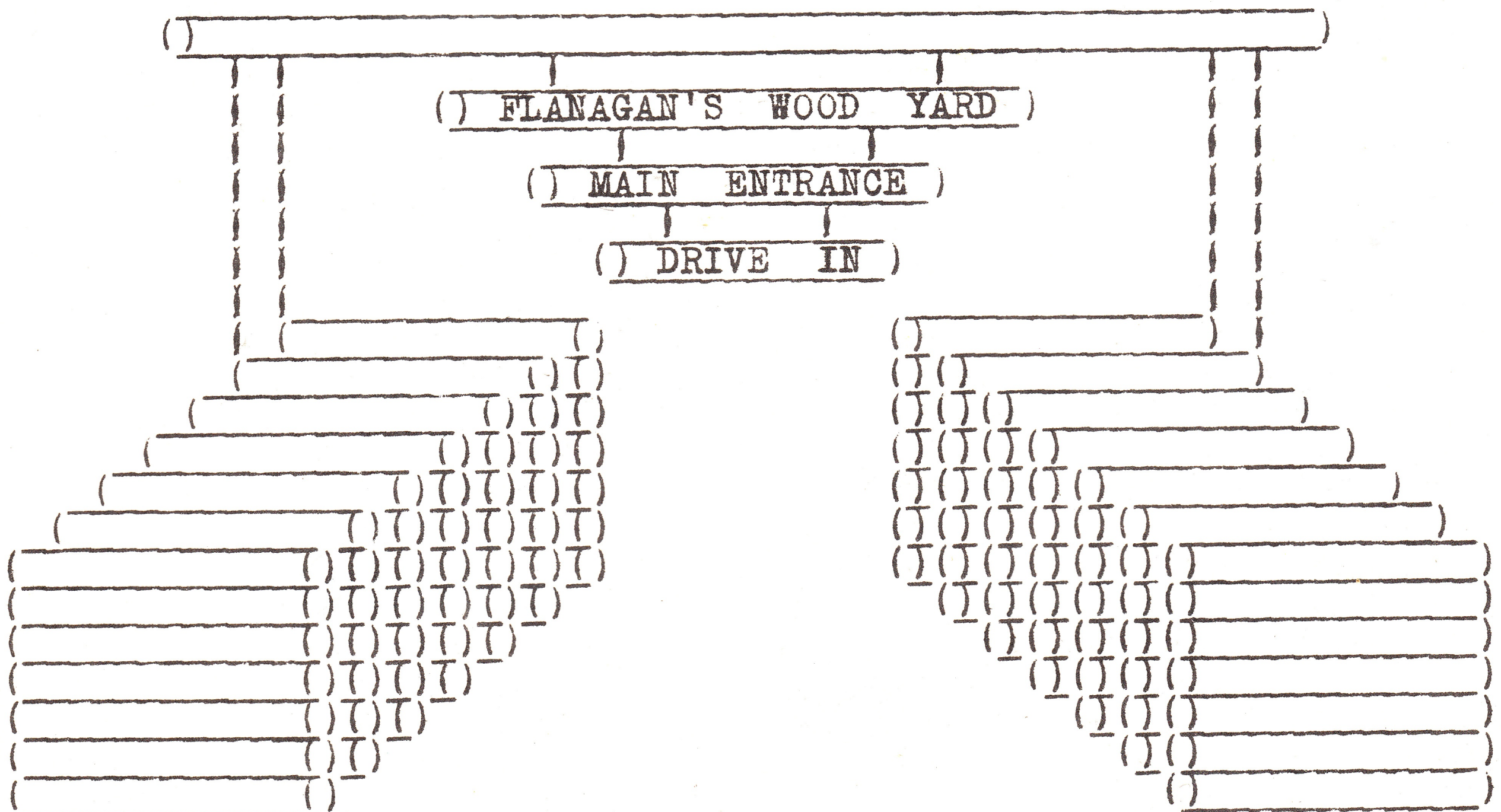
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.....  
Mrs. Carl Anderson  
939 West Theo  
San Antonio, Texas  
.....

STAMP

.....  
Miss L. Allee Flanagan  
Pacific Union College  
ANGWIN  
California  
.....





## M E N U S

**L**ARGE hotels and cafés have their menus printed daily. But the average eating house finds it more convenient to type them - making carbon copies - or, preferably, duplicating them by means of the mimeograph or the hectograph from a typed original.

No pains should be spared in making the menu attractive. The haphazard way in which they are usually typed is a reflection upon the typist's art, and is poor salesmanship. How can the chef's tempting delicacies be made to seem appetizing when introduced by a sloppily typed menu?

The arrangement must display neatness and good taste. Avoid highly ornamental borders here. You are not selling borders. If a heavy border is used, place it at top and bottom only. Most typed menus have margins that are too narrow.

Several general styles of menu are suggested on the pages which follow.

† †  
I







OAKLAND

6 to 11:30 A.M.

No. 2 - 45c

Baked Apple, Stewed Prunes  
or Tomato Juice  
Two Eggs, your choice  
Toast or Coffee Cake  
Coffee, Tea or Sanka

No. 4 - 70c

Choice of Fruit in season  
or Dry or Cooked Cereal  
or Griddle Cakes  
Bacon and Eggs with Potatoes  
or Plain Omelette with  
Rasher of Bacon  
Rolls, Toast or Coffee Cake  
Coffee, Milk or Sanka

No. 6 - 90c

Choice of Fruits in season  
Club Steak with Potatoes  
or Chipped Beef in Cream  
Two Lamb Chops with Potatoes  
Griddle Cakes  
or Waffle with Honey  
Coffee Cake, Toast or Rolls  
Coffee. Milk or Sanka

NO CHANGE IN COMBINATION - NO SERVICES LESS THAN 25 CENTS



GREYHOUND INTERSTATE

Special Selections  
For Today

|   |                               |                 |           |     |
|---|-------------------------------|-----------------|-----------|-----|
| H | -----H                        |                 |           |     |
|   | 40¢                           |                 |           | 40¢ |
|   | Old Virginia Corned Beef Hash |                 |           |     |
|   | Potatoes                      |                 | Vegetable |     |
|   | Dessert                       | Roll and Butter | Beverage  |     |
| H | -----H                        |                 |           |     |

Price of Entree governs cost of complete meal

English Pea Soup

Grilled Rib Steak Smothered in Onions 50¢  
Roast Leg of Lamb with Jelly 45  
Roast Prime Rib of Beef au jus 45  
Chicken Fried Steak 40  
Grilled Liver and Onions 40  
Braised Beef Ends with Vegetables 35

Garden Vegetables

Dessert

---

Spring Vegetable Salad 30¢  
Chilled Fruit Salad 30  
Hot Lamb or Beef Sandwich 25

French Fried Potatoes with Dinner 15¢  
Milk with Dinner 10¢ Extra



HH

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SILVER  
G R I L L

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Oakland, California  
October 14, 1937

\*\*\*

Dinner Served 11:00 A.M. to 9:00 P.M.

|       |                |        |
|-------|----------------|--------|
| 35¢   | Split Pea Soup | 35¢    |
| Salad | Dessert        | Coffee |

ENTREE

Veal Fricassee  
Stuffed Bell Peppers, Country Style  
Corned Beef and Cabbage  
Chicken Loaf with Green Peas  
Fried Egg Plant with Bacon  
Country Sausage and Gravy  
Veal Cutlets, Green Peas and Gravy  
Liver or Bacon and Onions  
Pot Roast with Raviolas and Gravy  
Scrambled Brains and Eggs  
Sausage and Mashed Potatoes  
Green Pepper Omelette

FORTY CENTS

Roast Leg of Lamb and Apple Sauce  
Roast Sirloin of Beef, Vegetables and Brown Gravy  
Small Pounded Steak and Brown Gravy

FORTY-FIVE CENTS

Chicken Fried Steak and Sweet Potatoes  
Rib Steak and Shoe String Potatoes  
Lamb Chops on Toast with Strawberry Jelly

HH

HH

HH

HH



### ELITE TYPE

**T**HIS page and the two following show the Elite style of typewriter type. It is smaller than the Pica size of type in ordinary use, yet does not tax the eyes.

The Elite is compact and gives a neat effect. It is preferred by many, and we predict that the time will come when Elite type for the typewriter will be more generally used.

Not only is it attractive, but it would save considerable paper and filing space. For social correspondence it is ideal.

\*\*        \*\*        \*\*        \*\*

#### Reverse side of doctor's card

"O blessed health! thou art  
Above all gold and treasure.  
He who has thee has little more  
To wish for; and he who is so  
Wretched as to want thee,  
Wants everything with thee."

Note location of printed matter on card.  
Instead of being centered, this arrangement  
conforms to the modern trend in printing.

000



## SOME ADDITIONAL DESIGNS

The publishers are about ready to go to press. We have several additional pages of designs which they have consented to include here. These borders are not among those listed on pages 14 to 29, Nos. 1 to 245:

No power is a good unless  
he be good who has it  
--Alfred the Great

Formula:  $v?$

"Credit makes enemies  
Let's be friends"

\*

Formula: sy

## NUGGETS

"Defeat isn't bitter if you don't swallow it."

"The test of good manners is being able to put up pleasantly with bad ones."

"The greatest undeveloped territory lies just under your hat."

"Experience is what you have left when all else is gone."

"A deficit is what you have when you have less than you had when you had nothing."

"Isn't it strange that the only man who has to act in self-defense is the one who happens to have a gun?"

Formula: fh



ॐ नमो भगवते वासुदेवाय ॥  
 श्री ॥ ॐ ॥  
 श्री ॥ ॐ ॥  
 ॐ नमो भगवते वासुदेवाय ॥

A variation of fj

"A fanatic is a person who is highly enthusiastic about something in which you are not interested."

Formula: v?' (a variation of v?)

IO

He drew a circle that shut me out--  
Heretic, rebel, a thing to flout.  
But Love and I had the wit to win:  
We drew a circle and took him in!  
--Edwin Markham

Formula:  $\neg bq$

dp

From Emerson

NATURE,

when she adds  
difficulties,

ADDS BRAINS

pppppppppp  
p p  
p p  
p p  
pppppppppp  
pq and bd

Formula:  $u?$







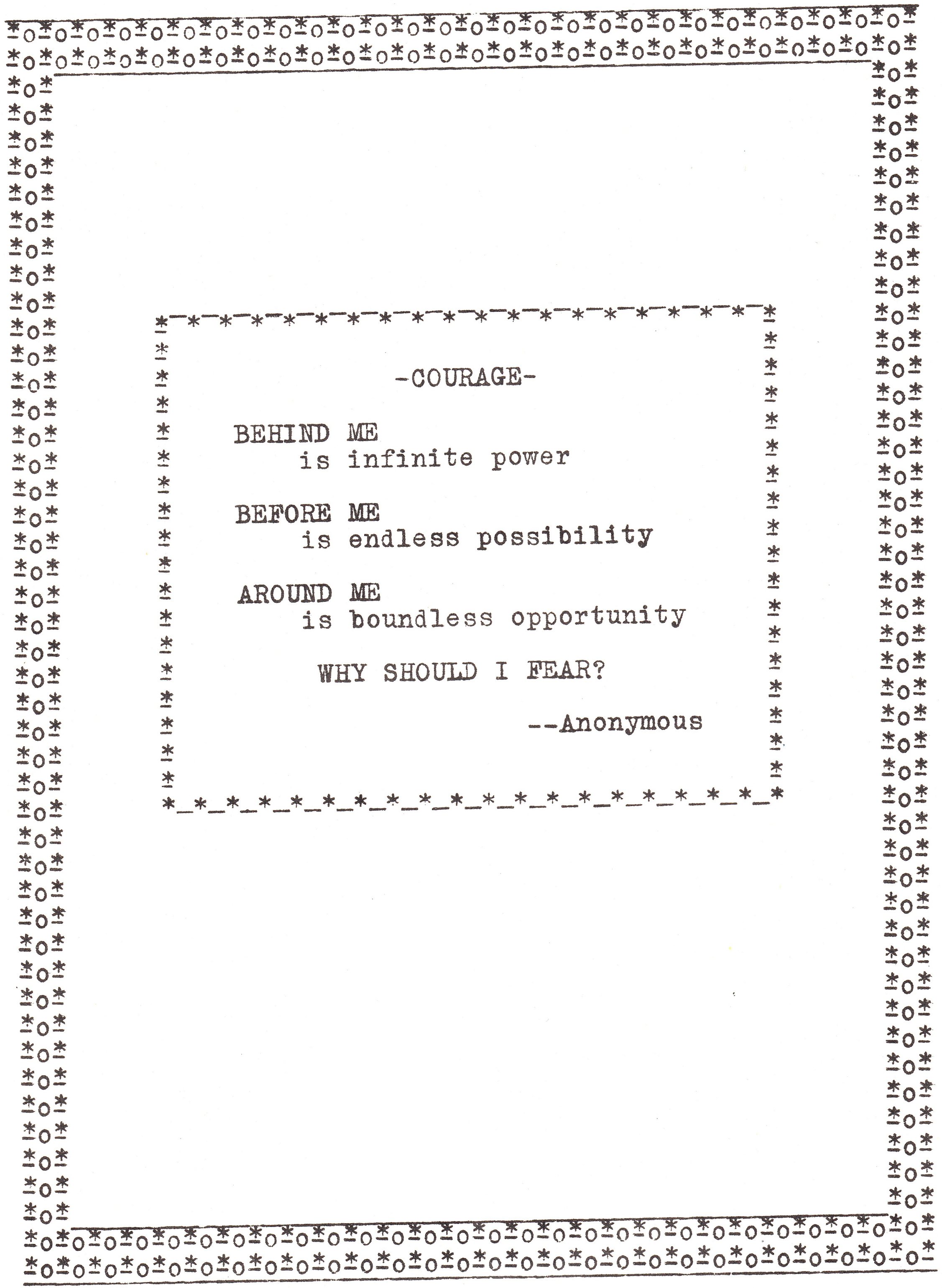
|                                           |            |         |
|-------------------------------------------|------------|---------|
| <u>CLEARANCE SALE</u>                     |            | \$18.75 |
| 3000 Men's Suits                          |            | --      |
| Buy Now and Save<br>Before Prices Advance |            |         |
| --                                        | ----       |         |
| \$23.75                                   | MONEY-BACK | SMITH   |

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"Man is that foolish creature  
that shortens his life  
by working hard in or-  
der to acquire things  
which further shorten his life"

|   |                                   |   |
|---|-----------------------------------|---|
| ( | Who misses or who wins the prize, | ) |
| ( | Go lose or conquer, as you can;   | ) |
| ( | But if you fall, or if you rise,  | ) |
| ( | Be each, pray God, a gentleman.   | ) |
| ( | --Thackeray                       | ) |
| ( |                                   | ) |
| ( |                                   | ) |





-COURAGE-

BEHIND ME  
is infinite power

BEFORE ME  
is endless possibility

AROUND ME  
is boundless opportunity

WHY SHOULD I FEAR?

--Anonymous



=====

## A SPURIOUS BASIS FOR HAPPINESS

By David Starr Jordan

(Condensed)

THE basis of intemperance is the effort to secure through drugs the feeling of happiness when happiness does not exist. Men destroy their nervous system for the tingling pleasure they feel. Many drugs cause this pleasure, and in proportion to the delight they seem to give is the real mischief they work.

Pain is a warning to the brain. Sometimes that which should be felt as pain is interpreted as pleasure. As a drop of water is of the sea, so in its degree is the effect of alcohol, opium, tobacco, cocaine, kola, tea, or coffee of the nature of mania. They give a feeling of pleasure or rest, when rest or pleasure does not exist. The feeling arises from injury to the nerves which the brain does not truthfully interpret.

Some phase of mental unsoundness is the natural effect of any of those drugs. Alcohol gives a feeling of warmth or vigor or exhilaration, when the real warmth or vigor or exhilaration does not exist. Tobacco gives a feeling of rest which is not restfulness. The use of opium seems to intensify the imagination, giving its clumsy wings a wondrous power of flight. It destroys the sense of time and space; but it is in time and space alone that man has his being. Cocaine gives a strength which is not strength. Strychnine quickens the motor response which follows sensation. Coffee and tea, like alcohol, enable one to borrow from his future store of force for present purposes. And none of these make any provision for paying back the loan.

One and all, these various drugs tend to give the impression of a power, or a pleasure, or an activity, which we do not possess. Their function is to force the nervous system to lie. One and all, the result of their habitual use is to render the nervous system incapable of ever telling the truth. One and all, their supposed pleasures are followed by a reaction of subjective pains. Each of them, if used to excess, brings in time insanity, incapacity, and death. With each of them the first use makes the second easier. The weakening effect on the will is even greater than the injury to the body.

=====

Formula for border: W8<sub>o</sub> W8



GROWING OLD

A little more tired at close of day,  
A little less anxious to have our way,  
A little less ready to scold and blame,  
A little more care for a brother's name,  
And so, we are nearing the journey's end,  
Where time and eternity meet and blend.

A little less care for bonds and gold,  
A little more zest in the days of old,  
A broader view and a saner mind,  
And a little more love for all mankind,  
And so, we are faring adown the way  
That leads to the gates of a better day.

A little more love for the friends of youth,  
A little less zeal for "established" truth,  
A little more charity in our views,  
A little less thirst for the daily news,  
And so, we are folding our tents away,  
And passing in silence, at close of day.

A little more leisure to sit and dream,  
A little more real the things unseen,  
A little nearer to those ahead,  
With visions of those long-loved and dead,  
And so, we are going where all must go,  
To the place the living may never know.

A little more laughter, a few more tears,  
And we shall have told our increasing years;  
The book is closed, and the prayers are said,  
And we are a part of the countless dead.  
Thrice happy, if then some soul can say,  
"I live, because he has passed my way."

--Rollin J. Wells

- From "Heart Throbs" -

Formula for border: O<sub>M</sub>